SEPTEMBER 17, 1951

BROADCASTING
TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5G PUTMAN DR
DETROIT 2 MICH

PUBLIC LIBRARY
SEP 17 1951
DETROIT

Announcing

A NEW TIME FOR

WLS FEATURE FOODS

—a radio program and merchandising service which *sell* the midwest market!

Effective October 1st FEATURE FOODS, conducted by Martha Crane, will be heard at a new time—2:30 to 3:00 p.m., Monday thru Friday, 11:00 to 11:30 a.m., Saturday. For more than sixteen successful years FEATURE FOODS has helped manufacturers of kitchen used products to increase sales in the great Midwest market. Sold on a participating basis, this program combines radio with a unique merchandising service which keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

Through its highly personalized merchandising service, FEATURE FOODS offers continuous day-after-day contact with point of sale to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out of stock, and do something about it.

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

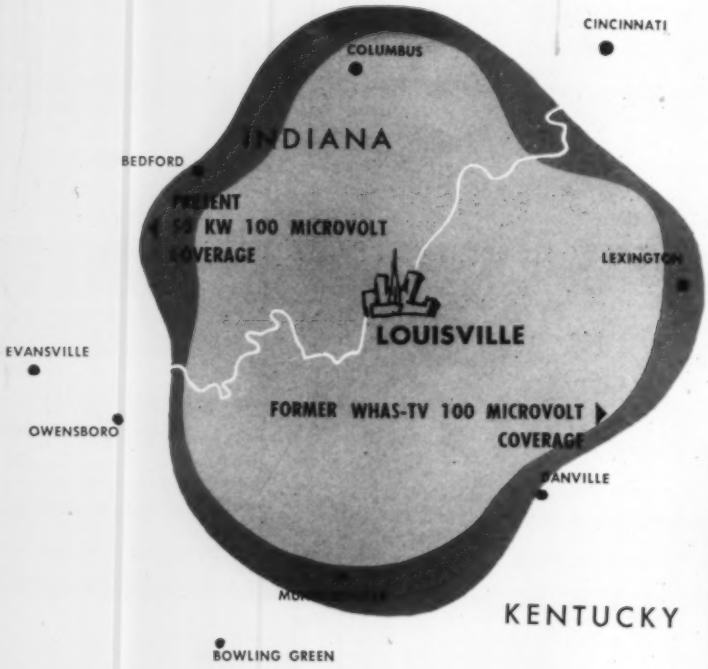
SEE YOUR JOHN BLAIR MAN FOR FURTHER DETAILS

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WHAS-TV...the nation's most powerful television station EXTENDS ITS COVERAGE!



With the authorization to increase its power to 50,000 watts e.r.p., WHAS-TV is now sending a clear picture into television homes formerly on the fringe area . . . providing *effective* coverage of such important markets as Lexington, Bedford and Columbus. Your TV dollar buys more on WHAS-TV!

	Population	Retail Sales
NEW WHAS-TV MARKET	1,276,875	$996,710,000
FORMER WHAS-TV MARKET	1,030,000	777,818,600
	246,875 more	$218,891,400 more
	a 23.8% increase	a 28% increase

More than Twice the power of Louisville's second station!

Basic CBS interconnected Affiliate

Serving a market of more than 96,000 television homes

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

in PROVIDENCE **WHIM** beats the pants off the network stations . . . *Again . . .*

● All Day Long...

● All Week Long...

MON. THRU FRI.	SHARE OF AUDIENCE*				
	WHIM * *	NET. A	NET. B	NET. C	NET. D
8:00 A.M.-12:00 NOON	24.8	24.1	18.2	15.6	11.7
12:00 NOON - 6:00P.M.	30.6	25.1	8.9	13.3	11.0

*SOURCE HOOPER - JUNE-JULY, 1951

**No Baseball

1000 WATTS **WHIM** **1110 Kc**

Providence, Rhode Island

National Representatives **Headley Reed Co.**

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING

...at deadline

Closed Circuit

ANNOUNCEMENT DUE this week on 100% participation of networks, as networks, in Broadcast Advertising Bureau. Owned and operated stations of CBS and NBC and stockholder stations of MBS, with one exception, already are members. Last week, it's learned authoritatively, all four networks agreed to dues structure and will participate full tilt in new BAB program to sell radio to hilt.

IN FINAL STAGES is transaction whereby Mutual and M-G-M would enter virtual partnership on programming (but involving no ownership change) in what is planned as "renaissance in radio programming." Bringing to Mutual top-flight M-G-M talent and showmanship know-how, proposal reportedly was approved last Thursday by Mutual board following months of negotiations by MBS Board Chairman Thomas F. O'Neil (Yankee-Don Lee), MBS President Frank White and M-G-M executives, including Bert Lebhar Jr., WMGM New York operating head. It's variation of plan espoused by Mr. O'Neil more than a year ago.

FCC, NEVER noted for its speed in processing applications, faces even tougher days ahead, with big workload. Cut in its appropriations, necessitating release of 110 employes (or permitting vacancies to lapse as they occur) will result in slowing down all scheduled activity, it's reported. While it hopes to adhere to TV allocations time-table, it will have to shunt aside most other broadcast work to cope with that monumental job.

APROPOS FCC personnel dilemma, future may necessitate reassignment of number of "old-timers" to new work. Among these are Attorneys David Deibler, Max Aronson, William Bauer and Tyler Berry who, in recent years, have handled special assignments. In FCC inside parlance, those handling such assignments have been described as being "in Siberia." Mr. Deibler in old days handled transfer cases, but reportedly is earmarked for investigation work in transfer section of Broadcast Bureau.

APPARENT preoccupation of Senate Commerce Committee with anticrime bills and possibly extended hearings bodes no good for future of Sen. William Benton's (D-Conn.) plan to set up Radio-TV Citizens Advisory Board. There's little chance for continued hearings this session and, thus, less for committee action this year.

CBS ADDS three new bonus affiliates in Idaho: KVMV Twin Falls, KEYY Pocatello, KID Idaho Falls, effective Oct. 1. Brings total CBS affiliates to 203. KVMV bonus to KDSH Boise; KEYY and KID bonus to KSL Salt Lake City.

APPOINTMENT of Senate Foreign Relations subcommittee to hold hearings on NARBA treaty is "imminent," but hearings may not be held until next session of Congress when it returns after Jan. 1. Committee has received

(Continued on page 106)

Upcoming

Sept. 17: BMI Program Clinic, Augusta, Me.
Sept. 17-18: District 9 NARTB Meeting, Moraine-on-the-Lake, Highland Park, Ill.
Sept. 17-21: Premium Advertising Assn. of America, Centennial Exposition, Hotel Astor, New York.
Sept. 18: BMI Program Clinic, Boston.
Sept. 19: Hearings begin on Crime Legislation, Senate Interstate & Foreign Commerce Committee, Washington.
Sept. 20: BMI Program Clinic, Rochester.

(More Upcomings on page 94)

Bulletins

TWO MORE sales of CBS Radio's *Red Skelton Show* under new one-time-or-more plan of sponsorship reported Friday: to Packard Motor Car Co. and Dodge Division of Chrysler Corp., both Detroit, for at least one program each. Agency for Packard is Maxon Inc.; for Dodge, Ruthrauff & Ryan.

NINE sponsors renewed dozen programs for 52 weeks on CBS radio network Friday, showing "sponsors know network radio still gives more value per dollar in mass circulation and audiences delivered than any other medium," according to John J. Karol v-p in charge of CBS radio network sales. Among renewals are General Foods, *Wendy Warren and the News;* Miles Labs, *Hilltop House* and *Curt Massey Time;* Lever Bros., 10:15-10:30 a.m. segment of Arthur Godfrey; R. J. Reynolds Tobacco Co., *Bob Hawk Show* and *Vaughn Monroe Show;* Liggett & Myers Tobacco Co., *Bing Crosby Program;* Coca-Cola Co., *Charlie McCarthy Show.*

SOUTHWEST TV RELAY $6,200,000 PROJECT

TV RELAY into Southwest scheduled for February 1953 completion, according to AT&T applications to FCC Friday for permission to construct 19 microwave relay stations between Kansas City and Dallas at cost of $6,200,000. Two southbound circuits from Kansas City interconnect Oklahoma City, Tulsa, Fort Worth and Dallas. Extension to San Antonio and Houston not mentioned, but is planned. Relays will run from Kansas City to Lenape, Worden, Matfield Green, El Dorado, Wichita and Dalton, Kan.; Renfrow, Enid, Crescent, Oklahoma City, Blanchard, Wayne, Davis and Marietta, Okla.; Gainesville, Frisco and Dallas, Texas. Tulsa is tied into Oklahoma City terminal via separate spur circuit.

TAFT GETS WBIR INTEREST

PURCHASE of 20% interest in WBIR Knoxville, member of Nunn group, announced Friday by Hulbert Taft Jr., vice president of WKRC-AM-FM-TV Cincinnati, and Gilmore Nunn, president of group. WBIR has TV application. Under deal WKRC will obtain additional interest in WBIR if Tennessee station's TV application is granted but it will be less than 50%.

Business Briefly

MILLER ON MBS ● Miller Brewing Co., Milwaukee (Miller's High Life beer), has bought Monday-Friday news show, 7:55-8 p.m., on MBS, commentator yet to be selected. Agency, Mathisson & Assoc., Milwaukee.

KDON APPOINTS ● KDON Santa Cruz, Calif., names Forjoe & Co. as national representative effective today.

VIDEO SERIAL ● American Home Products, New York, to sponsor new serial, *Love of Life*, on CBS-TV, Mon.-Fri., 12:15-12:30 p.m., effective Sept. 24. Agency, Biow Co., New York.

CHURCH EXPANDING ● Number of markets being added to full MBS network for *Lutheran Hour*, heard live Sun., 1:30-2 p.m. Agency, Gotham Adv., New York.

RADIO IN KEY ROLE AT COMING ANA SESSION

ITS RADIO rate study, though not listed on agenda of 42nd annual meeting of Assn. of National Advertisers, is expected to become one of major business topics when advertisers convene in New York Sept. 24-26.

Sessions will open with speeches by Lee Cherne, of Research Institute of America; Philip W. Pillsbury, president of Pillsbury Mills; Andrew Heiskell, publisher of *Life*, and Sam Thurm, Young & Rubicam director of media research.

Afternoon session of first day—closed except for ANA members—calls for business and election of officers, but scheduled report on members' 1952 advertising plans may well turn into radio rate discussion.

Second day will feature concurrent meetings on durable and consumer goods. Films, short talks, panel presentations, and sales surveys will fill morning agenda, and afternoon business—open to advertisers, agencies, media and guests—will feature Agency-Advertiser Marriage Clinic. Annual dinner will be held that night.

Sessions on final day will feature Dr. Roy V. Peel, U. S. Census Bureau director, and Marion Harper Jr., president of McCann-Erickson. Dick Hottelet, CBS correspondent, will fly from Germany to report on Communism there, and remainder of time will stress how advertisers can help win cold war. Speaker at closing luncheon will be C. D. Jackson, publisher of *Fortune* on leave with Committee for Free Europe.

FCC DENIES APPEAL FROM WBAL RENEWAL

FCC denied Friday Pearson-Allen petition for reconsideration of its June 18 order granting Hearst Radio's WBAL Baltimore license renewal and denying columnists' application for same facilities [BROADCASTING • TELECASTING June 25]. Commissioners Walker, Hyde and Sterling voted to deny the petition; Messrs. Coy and Webster dissented.

Still undetermined is whether Messrs. Pearson and Allen will appeal "Blue Book" case to District of Columbia Court of Appeals. They have 20 days from Sept. 13 date of order.

this is why

KRLD-TV

is your best buy—

1. A BETTER PICTURE AND AUDIO SIGNAL:

Direct enquiry to 102 Television Sales and Service dealers in the 100-mile radius proves conclusively that KRLD-TV delivers the best television picture and audio signal of any station in the Dallas-Fort Worth area.

KRLD-TV led the field with 52.65% first place with the A and B stations trailing with 43.85% and 3.5% respectively.

2. COVERS DALLAS and FORT WORTH:

Analysis of a three-months' report by the Telephone Answering Services in Dallas and Fort Worth proves beyond any question of doubt that KRLD-TV gives full coverage of Fort Worth. The reports showed that Fort Worth calls to KRLD-TV equalled 53.9% of the number of Dallas calls. Based on population comparisons and weighed against distribution of TV receivers highlights KRLD-TV's complete coverage of the Southwest's largest buying market.

3. NOW . . . . MORE POWER:

With the authorization by the Federal Communications Commission, KRLD-TV has been increased to 27,300 watts vidio and 13,600 watts audio, MAKING KRLD-TV TEXAS' HIGHEST-POWERED TELEVISION STATION.

Low Channel (4) Six-Bay Antenna!

KRLD-TV

Channel 4

Exclusive CBS Station for DALLAS-FORT WORTH

Owners and Operators of
KRLD, 50,000 Watts

The Branham Company
Exclusive Representative

JOHN W. RUNYON, President

CLYDE W. REMBERT, General Manager

WFBR FAMILY PROMOTION!

25,000

PACK LOCAL AMUSEMENT PARK!

"WFBR Family Day was biggest mid-week attraction in history", say officals of Gwynn Oak Amusement Park in Baltimore, as 25,000 people pack park! Promotion was exclusively WFBR's—no other advertising medium used!

Families all over Baltimore listened to WFBR's advance promotion for WFBR "Family Day" at Gwynn Oak Park. They believed what they heard — and then acted!

Family after family stormed the park!

WFBR is proud of this record-breaking promotion—proud, too, that it is Baltimore's real "family station"—the station whole families listen to, enjoy and trust implicitly.

Yes, we have the Hoopers, too—in some cases startlingly high. But more than that—we have the confidence and solid loyalty of Baltimore families!

Ask any WFBR representative or John Blair man to tell you about it.

BALTIMORE'S FAMILY RADIO STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

'Trends' Fall Business Analysis	Starts on 23
'Radio Essential' is MBS Promotion Theme	24
ANA Report Draws Radio Fire	25
Coy for UHF, No VHF	25
Partial Tax Relief Victory for TV Industry Seen	28
Johnson Opens Gambling Data Inquiry Wednesday	29
ABA Offers Model Gambling Bill	29
In Review	30
Joint Drive Planned on Sports Promotion	34
Rate Cuts Discussed at Detroit Session	36
Detroit Radio Promotion in Second Phase	38
District 2 Hits Economic, Freedom Threats	44

TELECASTING Starts on page 69

DEPARTMENTS

Agency Beat	12	New Business	10
Aircasters	60	On All Accounts	12
Allied Arts	62	On Dotted Line	90
Editorial	56	Open Mike	16
FCC Actions	96	Our Respects to	56
FCC Roundup	103	Programs, Promotions, Premiums	92
Feature of Week	18	Strictly Business	18
Film Report	86	Upcoming	94
Front Office	58		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Jo Hailey, *Makeup Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley, Keith Trantow. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Jeanine Eckstein; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Gretchen Groff, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-8773* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Hear about the revolution in Cleveland?

Rolling out of Cleveland these days is a revolution in armored warfare.

It's the T-41 "Walker Bulldog"—the first U.S. tank to be built *around a gun* instead of an engine.

But the T-41 is involved in a *production* revolution, too! Though assembled in Cleveland, its actual parts and materials come from *two thousand* factories . . . in nearly every state!

This "production team" system is producing miracles. But it produces new timing problems, too. How do you bring in two thousand units . . . at the right time?

These production experts know the answer. When they want parts and materials fast, they use the service that *gets there first.* They use Air Express!

Whatever your business, Air Express speed can make your deadlines, increase your profits. Here's why!

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

THE TEXAS STATE NETWORK ANNOUNCES THE AFFILIATION, EFFECTIVE SEPTEMBER 3, OF

KTRH	HOUSTON	50,000 WATTS	740 KC CBS AFFILIATE
KWFT	WICHITA FALLS	5,000 WATTS	620 KC CBS AFFILIATE
KLYN	AMARILLO	1,000 WATTS	940 KC CBS AFFILIATE

THE STATIONS COMPRISING THE TEXAS STATE NETWORK NOW ARE

KRBC	ABILENE	KFRO	LONGVIEW
KLYN	AMARILLO	KRIO	McALLEN
KNOW	AUSTIN	KCRS	MIDLAND
KBST	BIG SPRING	KPLT	PARIS
KBWD	BROWNWOOD	KGKL	SAN ANGELO
WRR	DALLAS	KABC	SAN ANTONIO
KFJZ	FORT WORTH	KRRV	SHERMAN
KGVL	GREENVILLE	KCMC	TEXARKANA
KTRH	HOUSTON	WACO	WACO
KWFT	WICHITA FALLS		

These important additions to the Texas State Network give the advertiser far more complete and concentrated coverage than ever before. Now the Texas State Network reaches 95% of the population and radio homes of Texas, in addition to bonus coverage in Oklahoma, New Mexico and Louisiana.

THE TEXAS STATE NETWORK

ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR & COMPANY

AS NATIONAL REPRESENTATIVES, EFFECTIVE SEPT. 1

Co-incident with the appointment of John Blair & Company, the Texas State Network makes announcement participations available in "The Texas State Roundup." This is the first time in the history of Texas broadcasting that participating announcement sponsorship on a regional network program has been offered to advertisers.

Sponsored by Chesterfield Cigarettes for the past five and a half years, Zack Hurt's "Texas State Roundup" reaches 95.2% of the people of Texas, a vast 7½ million. For 30 minutes each evening, Zack Hurt features request musical numbers and neighborly comment. The popularity of this Southwest pioneer in the radio entertaining field has built the "Texas State Roundup" into Texas' top-ranking platter show, judging by either number of listeners or fan mail. During July, for example, 5000 fan letters and request cards poured in from 158 Texas and 44 out-of-state cities and towns.

The show itself and the Texas State Network's impressive coverage indicate the kind of result you can expect from immediate participation in the "Texas State Roundup." Call your John Blair man today!

Zack Hurt, whose "Texas State Roundup" has won literally millions of nightly listeners.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

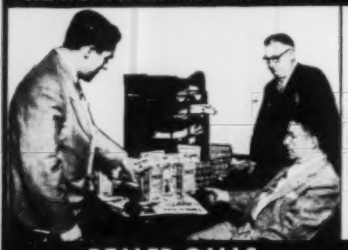
CHICAGO • NEW YORK • ST. LOUIS • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS

MEMO TO SPONSORS:

WDSU "Promotion Plus" offers All this.. and more

NEWSPAPER ADVERTISING

PROMOTION SPOTS



DEALER CALLS

FRONT PAGE HIGHLIGHTS

MOVING DISPLAYS

DEALER MAILINGS

- At WDSU, Promotion is an every day, every week, every month job. Sponsors get extra sales assistance from our powerful "Promotion Plus" merchandising program that also includes streetcar cards, as well as local and national publicity in newspapers and magazines.

NO OTHER NEW ORLEANS STATION OFFERS SO MUCH "PROMOTION PLUS" TO SPONSORS!

- Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS

new business

Spot • • •

LIGGETT & MYERS TOBACCO Co., N. Y. (Fatima cigarettes), planning radio spot campaign in 20 markets, starting late in Sept. Agency: Cunningham & Walsh, N. Y.

GARRETT & Co., N. Y. (Virginia Dare Wine), planning eight-week radio spot campaign to start Oct. 8. Agency: Ruthrauff & Ryan, N. Y.

CANADIAN CELLUCOTTON PRODUCTS Co., Toronto (Kleenex), starts one minute spot announcement campaign daily on 15 Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

TIP TOP TAILORS Ltd., Toronto (chain clothing stores), starts spot announcements on 50 Canadian stations for seven weeks. Agency: McConnell, Eastman & Co., Toronto.

Network • • •

GENERAL CIGAR Co., N. Y. (White Owl cigars), to sponsor *Sports Spot* with sportscaster Mel Allen over CBS-TV, at about 10:45-11 p.m. EST, beginning Oct. 3. Agency: Young & Rubicam.

PHILIP MORRIS & Co. Ltd., (Philip Morris cigarettes) sponsoring Sandra Michaels' daytime drama, *Against the Storm* on ABC Radio Mon., starting Oct. 1, 10:45-11 a.m. EST. Agency: Cecil & Presbrey Inc., N. Y.

BRISTOL-MYERS Co., N. Y., to sponsor Mon., Wed. and Thurs. segments of *Break the Bank* 11:30 a.m.-12 noon on ABC radio, starting Sept. 24. Agency: Doherty, Clifford & Shenfield, N. Y. PHILIP MORRIS & Co. Ltd. is Tues. and Thurs. sponsor. Agency: Cecil & Presbrey Inc., N. Y.

GENERAL MILLS, Minneapolis, and GROVE Labs, St. Louis, are sponsoring on alternate basis *Live Like a Millionaire*, Fri. 10-10:30 p.m. on CBS-TV.

PEPSODENT Div., LEVER BROTHERS, N. Y., will share sponsorship of *Hawkins Falls-Pop 6200* on NBC-TV, five times weekly effective Oct. 1, 5 p.m. Two of Lever Brothers other products Surf through N. W. Ayer and Spry through Ruthrauff & Ryan, co-sponsor Mon., Wed., Thurs. and Fri. installments. With advent of Pepsodent, through McCann-Erickson, N. Y., company will also take over Tues. installment.

GENERAL FOODS Corp., N. Y. (Post Cereals division) will sponsor *The Roy Rogers* TV program, effective Sun., Dec. 30, 6-6:30 p.m. on NBC-TV. Agency: Benton & Bowles, N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews *The Original Amateur Hour*, effective Sept. 27 for 52 weeks on ABC, Thurs., 9-9:45 p.m. Agency: Lennen & Mitchell, N. Y.

Agency Appointments • • •

HOME PRODUCTS DE MEXICO names Foote, Cone & Belding International Corp., to handle Whitehall Products, Heet Liniment, Hill's Nose Drops, and Embrocol Cold Rub.

TOP SECRET, S. F. (hosiery), appoints Pearl Randolph Stanton Agency, S. F., to handle advertising. Spot radio will be used in California, Oregon and Washington.

SPARKES PRODUCTS Co., N. Y., names Marfree Adv. Corp., N. Y., to handle advertising of new Sparkes "66" six color mechanical pencil. Radio and TV will be used.

ALEXANDER SMITH Inc., N. Y. (manufacturer of rugs, carpets and hard surface floor coverings), names J. Walter Thompson, N. Y., to handle its advertising.

CROTON WATCH Co., N. Y., re-appoints Franklin Bruck Adv. Corp., N. Y., to handle advertising.

G. C. MURPHY Co., McKeesport, Pa., appoints W. Craig Chambers Inc., Pittsburgh, to handle advertising. Radio and TV will be used.

CARTER Assoc., N. Y., organizational fund raising specialist, appoints R. T. O'Connell Co., N. Y., to handle advertising.

How to cut a fine figure

in Scranton–Wilkes-Barre

Take a station like WGBI in a market like Scranton–Wilkes-Barre and you're well on your way to plotting a very pretty sales curve.

The latest Scranton Hooper ratings reveal that WGBI has 61.1% of the audience in the morning, 53.6% in the afternoon, and a sensational 71.6% in the evening. What's more, WGBI leads all CBS stations with a whopping 71.6% of the listening audience in the heavily-tuned-to evenings!

All this happens in Scranton, which is in the 21st market comprising 674,000 people with money to spend on WGBI-advertised products. Time costs are surprisingly low, as your John Blair man will show you. Call him today!

(*Figures from Scranton Hooper Radio Audience Index: March-April 1951*)

WGBI

Mrs. M. E. Megargee, *President* George D. Coleman, *General Manager*

CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

KXOK

ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.

agency

NAT WOLFF, radio director, writer and motion picture executive, to Young & Rubicam, N. Y., as vice president in charge of radio and TV production. He will work on both the east and west coasts, but will have his main office in New York, at agency's radio and TV department, which is headed by **EVERARD W. MEADE.**

CLEVE CLAREY, advertising director Rexall Drug Co., N. Y., to Grey Adv., N. Y., in executive capacity. He will be in general charge of local and national advertising for Owl, Liggett, Lane, and Renfro chains, and Rexall Franchised Druggists.

DAVID D. POLON appointed vice president in charge of radio-TV R. T. O'Connell Co., N. Y.

FREDERIC A. SCHNELLER, general merchandising manager Lever Bros. Co., N. Y., to D'Arcy Adv. Co., St. Louis, as vice president in charge of merchandising, effective Oct. 1.

ROBERT G. BEAUMONT, account executive on Southern Pacific account Foote, Cone & Belding, S. F., elected vice president.

on all accounts

"TELEVISION is so powerful that its future is tremendous . . . the sales force it will have is limitless."

This is the opinion of Stu Heinemann, office and production manager of Allied Adv. Agencies, Los Angeles.

This opinion would seem to reflect the overall view of the 21-year-old agency he represents, 80% of whose billings are in radio and television. Starting 21 years ago as a "radio" agency, Allied has gone along that path, including television as it grew.

Mr. Heinemann feels the sales potentialities for television will be tripled with color TV, opening advertising to new fields. One of the most outstanding of these will be clothing, he says.

Reluctantly faltering in his loyalty to radio, Mr. Heinemann believes at this point there is room for both media but feels radio will become increasingly less important.

For the agency, Mr. Heinemann handles radio and television for Arden Farms, Los Angeles, for its milk and ice cream; Gold Furniture Co.; Pavo Turkey; National Garbage Disposal, and California Rent Cars.

One of his reasons for putting so much faith in the new medium is the success that television has accomplished for Pavo Turkey in the three years the agency has had the account. In the first year, utilizing a $300 six-week campaign from Thanksgiving to Christmas, sales of the eviscerated, frozen, double-breasted turkey increased from 3,000 to 20,000 birds a year; the second, adding radio, to 40,000; and the third, 80,000. This year he plans a year-round campaign for the organization utilizing both radio and television, introducing a singing commercial. Plans are to get the campaign underway about Nov. 1.

Mr. HEINEMANN

Albert Stuart Heinemann was born Dec. 23, 1912 in Denver. He attended schools there and in Independence, Kan. After completing high school he attended Independence Junior College for two years.

In 1933 he returned to Denver, anxious to put his schooling to work.

He joined the *Denver Post* as reporter. In 1936 he was introduced to a newer medium when the paper inaugurated newscasting from the editorial room over KOA Denver. The paper tested all its

(Continued on page 50)

beat

LEWIS H. HATFIELD, account executive Malcolm Ross Agency, Pasadena, to Steller, Millar & Lester Inc., L. A., in similar capacity. **KENNETH McKENZIE Jr.,** named copy writer, Steller, Millar & Lester Inc.

BENSON M. SHERMAN, Lockwood-Shackelford, S. F., to Theodore H. Segall Adv. Agency, S. F., as account executive.

DON WONACOTT, California Newspaper Advertising Service, to Conner, Jackson, Walker & McClure, S. F., as account executive.

BRUCE D. GRIMES, Lloyds Food Products Inc., Santa Clara, Calif., to copy department H. Jack Wyman Adv. Agency, S. F.

FRED MacKAYE, director CBS *Lux Radio Theatre* for J. Walter Thompson Co., Hollywood, resigns effective Sept. 30. No replacement yet named.

UMLAND & Co., S. F., moves to 256 Sutter street. Telephone remains Garfield 1-0411. **H. JACK WYMAN Adv. Agency,** S. F., moves to 210 Post St.

LORRAINE BATE, head of radio merchandising division Benton & Bowles, N. Y., to Sidney Garfield & Assoc., S. F., as assistant account executive.

HAROLD J. GRANGER, Brisacher, Wheeler & Staff, S. F., to Biow Co., S. F., as account executive.

LAWRENCE C. GUMBINNER Adv. Agency, N. Y., moves to new office at 655 Madison Ave. Telephone: TEmpleton 8-1717.

DANIEL STARCH & STAFF, Chicago, moves to new offices at 101 East Ontario St. Telephone: DElaware 7-2888-9. **WILLIAM HART** Jr. is Western manager of firm.

JOHN M. BALL, resident manager Walsh International Adv. Co., Detroit, appointed account executive on Air Force account Grant Adv., Washington.

CHARLES HARRELL, TV director and producer, to Lennen & Mitchell, Inc., N. Y., as production supervisor in radio and TV department.

LAWRENCE C. GUMBINNER Adv. Agency, N. Y., moves to new and enlarged quarters located at 655 Madison Ave.

J. NEIL REAGAN, manager Hollywood office McCann-Erickson Inc., speaks on "What's Ahead?" at Sept. 17 meeting of Southern California Advertising Agencies Assn. in Los Angeles. Also participating will be **MURIEL TOLLE** of The Tolle Co., San Diego, and **RAY GAGE,** head C. B. Juneau Inc., L. A., who will report on recent International Advertising Convention in London which they attended.

DISCUSSING plans for an increase in advertising by Joske's of Texas Department Store are (l to r) Charles D. Lutz, general manager of KTSA San Antonio; Caroline Shelton, Joske's advertising manager, and Janet Martin, Joske's radio director. The firm is sponsoring weekly over KTSA a five-minute program, a half-hour program, and ten 15-minute programs.

A HIT!

THE Jerry Strong SHOW

MONDAY THRU FRIDAY—3:30 to 5:30 P.M.
SATURDAYS—11 A.M. to 12:30 P.M.

NATIONALLY known disc jockey, Jerry Strong has been on WMAL just three weeks and already he has scored A HIT! Listener response has been exceptionally large and enthusiastic. Local advertisers—knowing that salesman Strong is a RESULTS man—have been quick to climb aboard the sales bandwagon. But, then, this is no surprise to Strong supporters; for Jerry has been winning friends for himself and his sponsors in the Washington market for 11 years!

In the music field Jerry is a noted authority. His hit selections are featured bi-monthly in VARIETY Magazine. His personal popularity has grown into The Jerry Strong Fan Club whose members now number in the thousands.

In addition to Jerry's musical selections, The Jerry Strong Show includes headline news and sports.

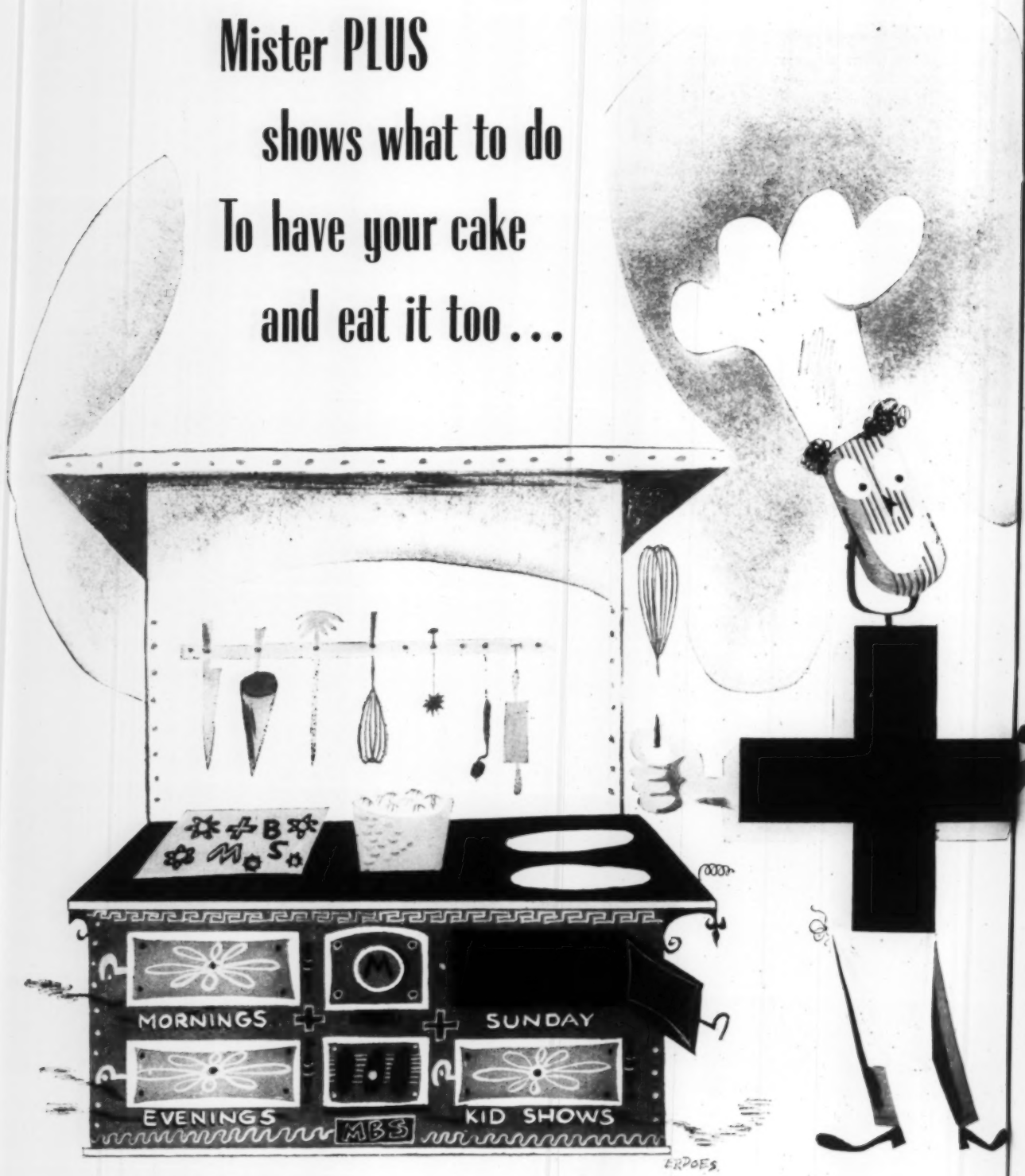
THE AVAILABILITIES ARE GOING FAST

CHECK *THE KATZ AGENCY INC.* TODAY

WMAL-TV **WMAL** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Mister PLUS shows what to do To have your cake and eat it too...



Simply reach *more* radio listeners at *half* the cost... and do what you please with the savings.

Simply? Yes—on Mutual.

The average Sunday afternoon program on the Mutual Network (up to 7 p.m.) regularly delivers *half a million more* listeners than the four-network-average evening program all week—at 52% of the four-network-average evening time cost.

With an *average audience* of over 8,800,000 a week, you take the cake.

And with an *average saving* of over $4,800 a week, it's yours to eat, too.

Why not help yourself to a slice of Sunday afternoon on Mutual?

The Mutual Broadcasting System

---

the difference is MUTUAL!

PE 6-9600—NEW YORK 18, N.Y.
WH 4-5060—CHICAGO 11, Ill.

Homes Reached Data: NRI, Oct., '50—Apr., '51. Listeners per Set Data: ARB, Feb., '51.

TOPS IN NEWS IN SPORTS IN MUSIC plus CBS

HERE ARE A FEW

SOLID HOOPERS

Chalked Up By WTAX Staffers

Glen Farrington
newscaster 13.3

John Begue
disc jockey 10.7

Shelby Harbison
sports 10.5

(If we had more space we'd add Bill Nelms with 7.4 on his scrap-book, Bill Miller's 7:30 A. M. local news—too early for Hooper—Spizz Singer's noon show (8.1)—June Bentley. And good local production racks up a score as high as 15.9 on a night show).

LOOK AT THE RECORD

MORNING
11 Firsts (1 tie) Out of 16 Rated Periods

AFTERNOON
19 Firsts Out of 24 Rated Periods

EVENING
53 Firsts (1 tie) Out of 63 Rated Periods

WTAX LEADS

MORNING — AFTERNOON — EVENING

with double the audience of any other station heard in Springfield afternoons and evenings. (C. E. Hooper Fall-Winter Report 1950-51 Springfield, Illinois. Daytime Monday through Friday. Evenings Sunday through Saturday).

WTAX

CBS In Springfield
Represented by Weed and Company

open mike

Arithmetic Lesson

EDITOR:

[Can you] tell me whether a statement in your "Strictly Business" column, Aug. 27 issue, is correct or a typographical error? Fourth paragraph, page 77, says, "BCI owns motion picture films which have been shown on television. One film, *The Magic of Coal*, has been telecast more than 6,000 times over 67 of the nation's TV outlets, as part of the stations' public service."

This would mean that the 67 user stations were showing the films something like 100 times each, which seems improbable . . . as public service, anyway.

Betty Stuart Smith
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: Sharp-eyed Miss Smith's arithmetic is better than ours. The film has been shown 6,000 times in schools, theatres, etc. and telecast as a one-shot on 67 stations.]

* * *

Staff of Life

EDITOR:

. . . We just about couldn't live without your magazine. Now that we are preparing to file for TV here in New Haven, your information is especially valuable . . .

Victor W. Knauth
President & Co-owner
WAVZ New Haven, Conn.

* * *

Lookie, No Hands

EDITOR:

I have read, with interest, your article on how Edmond Smith operates his WIRC with a nine-man staff [BROADCASTING • TELECASTING, Sept. 10]. I wish to confirm, for the skeptics, that WIRC is not an isolated case. Many stations in the Southeast have been operating effectively with small staffs for years.

Our operation at WCPS also consists of a nine-man staff. We use three announcers with one doubling as program director, two engineers, copy girl-receptionist, bookkeeper-secretary who doubles in traffic, commercial salesman who spends full time selling and serving accounts over the large agricultural area that we serve, and a general manager who does a little bit of everything from selling to special events announcing. . . .

J. T. Snowden Jr.
General Manager
WCPS Tarboro, N. C.

[EDITOR'S NOTE: . . . Not to mention taking time to write a letter to the editor.]

No Tubs; Just Tubes

EDITOR:

Thought you might be interested in the enclosed clipping from the Corpus Christi *Caller*. While it

Christi Ca...
...DAY MORNING, AUG. 25, 195...
HOW OTHER HALF LIVES
Most of 45 Homes Checked Had Radios; None Had Baths
By PAUL BELLAMY
...al

doesn't speak too well for Corpus Christi, it does speak well for the broadcasting industry. And then, too, I do not suppose that the slum areas of this city are any worse or any larger than those of any other of comparable size.

Ben F. Blackmon Jr.
Station Manager
KUNO Corpus Christi, Tex.

* * *

Rubber Ads Snap Back

EDITOR:

Your report [STRICTLY BUSINESS, Sept. 3] that B. F. Goodrich's advertising man increased the size of the "B. F. Goodrich" signs on *Celebrity Time*, because an Akron barber did not know *Celebrity Time* was a B. F. G. show, is rather frightening.

Anyone who looks at *Celebrity Time* more than once and does not know it is sponsored by B. F. Goodrich ought to have his head examined. It's not enough that there are at least two long commercials; there are also various references to B. F. Goodrich in the script and then there's that "curtain" you refer to.

Don't misunderstand me, I think its a wonderful show, but if they are going to bring in much more of B. F. Goodrich, there won't be room left for the celebrities.

John W. Willis
Fischer, Willis & Panzer
Washington, D. C.

* * *

How to Make Crime Pay

EDITOR:

What started out to be a mere investigation of the tearing up of a Schenectady police blotter containing an entry of a traffic violation has turned out to be a grand jury investigation of possible perjury, plus a full scale inquiry into all possible crime conditions in the city.

Harold M. Van de Car, WSNY news commentator and director of

(Continued on page 68)

Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today . . . some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"In spot buying for Sterling Drug, Independent stations are always on my list.
"Many times, the Independent station represents an unsurpassed buy in a particular market."

FRANK MORIARITY,
Time Buyer, Dancer-Fitzgerald-Sample, Inc.,
New York

"In any careful study of media today, Independent Radio stands out.
"It is priced *right*, and experience proves it gets results."

WESTHEIMER AND BLOCK
Advertising and Public Relations,
St. Louis, Missouri

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

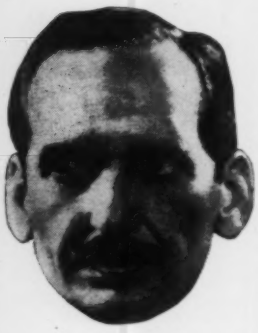
WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WHHM —Memphis, Tennessee
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WHIM —Providence, Rhode Island
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —St. Paul, Minnesota
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio
WCCC —Hartford, Connecticut

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in its market

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

Richard Harkness



"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts

feature of the week

WAVE-TV Louisville has been credited as the catalyst to legal action in subduing gambling in northern Kentucky.

In the early morning of Aug. 31, some 50 Kentucky state policemen raided two night clubs in Campbell County, just across the Ohio River from Cincinnati. The raids resulted in the arrest of 68 persons, seizure of four truckloads of gambling equipment and confiscation of more than $19,000.

Governor Wetherby, who earlier said he could not intervene because local officials had not requested help, told a WAVE-TV reporter that WAVE-TV telecasts helped change his mind.

WAVE-TVs campaign began in June with the report of the Senate Crime Investigating Committee on gambling in northern Kentucky. During August primaries,

(Continued on page 63)

State trooper guards gambling paraphernalia seized in raid.

strictly business

Mr. BROWN

RADIO has played an important role in the success of Bill Brown and the Pfeiffer Brewing Co., Detroit, of which he is ad manager.

At Mr. Brown's suggestion, Pfeiffer also was one of the early advertisers to make extensive and highly successful use of late-hour television.

Both media have helped acquaint the Michigan public with the correct pronunciation of the company name—"Fifer's".

With radio spot announcements Mr. Brown saturated the market. Core of the heavy campaign was comprised of two jingles soon echoed on lips of hundreds of listeners.

Mr. Brown believes his best radio deal was the signing of Van Patrick, said to be the Great Lakes region's most listened-to sportscaster. Mr. Patrick aired a sports show six days weekly.

Mr. Brown began his business career with the Corn Exchange Bank in Philadelphia while attending evening classes of the U. of Pennsylvania. That was in 1935. In 1937 he joined Swift & Co. and later headed one of Swift's Atlantic City sales divisions.

In 1940 he joined the H. J. Heinz Co. His sales ideas and sense of merchandising convinced the Heinz Co. his talents would be of greatest value to them if he joined its advertising agency, Maxon Inc. which he did in 1945.

With the Maxon agency, Mr. Brown's ability came to the attention of another Maxon client, Pfeiffer's Beer.

It was in 1948, that Mr. Brown joined the Pfeiffer Brewing Co. as advertising and merchandising manager.

A husky six-footer, Mr. Brown was once a pitcher for a farm team of the Philadelphia Athletics. He now confines most of his athletics to golf and bowling.

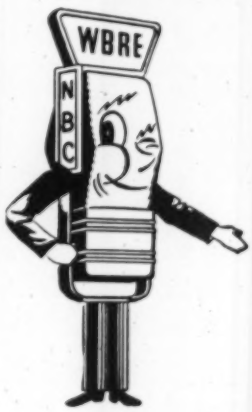
Married, he is the father of three children, with whom he spends most of his leisure time.

The policy of "making friends" sums up Mr. Brown's business philosophy.

His standards are reflected in one of his favorite sayings:

"Business doesn't pick itself up. Business is very sensitive—it goes only where it's invited and stays only where it is well treated."

LOOK HERE!



IF YOU'RE LOOKING FOR POWER . . . WE HAVE THE KIND THAT COUNTS!

THE POWER OF THE LARGEST LISTENING AUDIENCE IN WILKES-BARRE . . . WYOMING VALLEY AREA.

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

KRNT
DES MOINES

ONE OF AMERICA'S *BIGGEST* ADVERTISING BARGAINS!

152% MORE LISTENERS THAN 5 YEARS AGO; RATES PRACTICALLY UNCHANGED!

In 1945, Des Moines had only 3 stations. Today, it has 6 radio stations and television service from Ames, 30 miles north. In the past 5 years, the increase in the use of radio by set owners in the Des Moines area is phenomenal! The average gain is 56.6%. And, there are more people to listen. In Des Moines' Polk County, for instance, 14.9% more people live in 24.6% more homes than they did 10 years ago.

Today, an average of 152.4% more people listen to KRNT than 5 years ago! A moment's study of the chart below will convince you that KRNT offers one of the greatest advertising bargains in America. Audiences have doubled and re-doubled, while rates remain practically the same as in 1945. By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST! Even before joining CBS June 15th, KRNT led the Des Moines Hooperade morning, afternoon and evening. Now, more than ever, you're right when you buy KRNT-CBS!

TIME PERIOD	Percent Tune-In All Stations 1945*	1950**	Percent Tune-In Gain All Stations	KRNT Ratings 1945*	1950**	KRNT Percent Gain	KRNT Program Time Percent Cost Increase
7:15 a.m.	9.4%	17.8%	89.4%	5.5	12.6	129.1%	11.1%
8:00 a.m.	10.1	21.3	110.9	2.7	12.6	366.7	11.1
Noon	18.6	25.8	38.7	9.0	12.8	42.2	None
6:00 p.m.	22.3	28.7	28.7	5.5	14.3	160.0	None
10:00 p.m.	23.8	27.0	13.4	7.0	15.5	121.4	11.1
6:00-8:00 a.m. avg.	7.8	14.8	89.7	3.4	7.1	108.8	None
12:30-1:30 p.m. avg.	17.9	26.0	45.3	4.0	12.2	205.0	None
3:30-4:45 p.m. avg.	15.7	21.5	36.9	5.0	9.3	86.0	None

*Fall-Winter, 1945-46; **Fall-Winter, 1950-51, C. E. Hooper Audience Index.

BUY THAT

KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

CLIP AND FILE THIS AD UNDER "IOWA RADIO"

BUY THAT . . .
Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!
KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

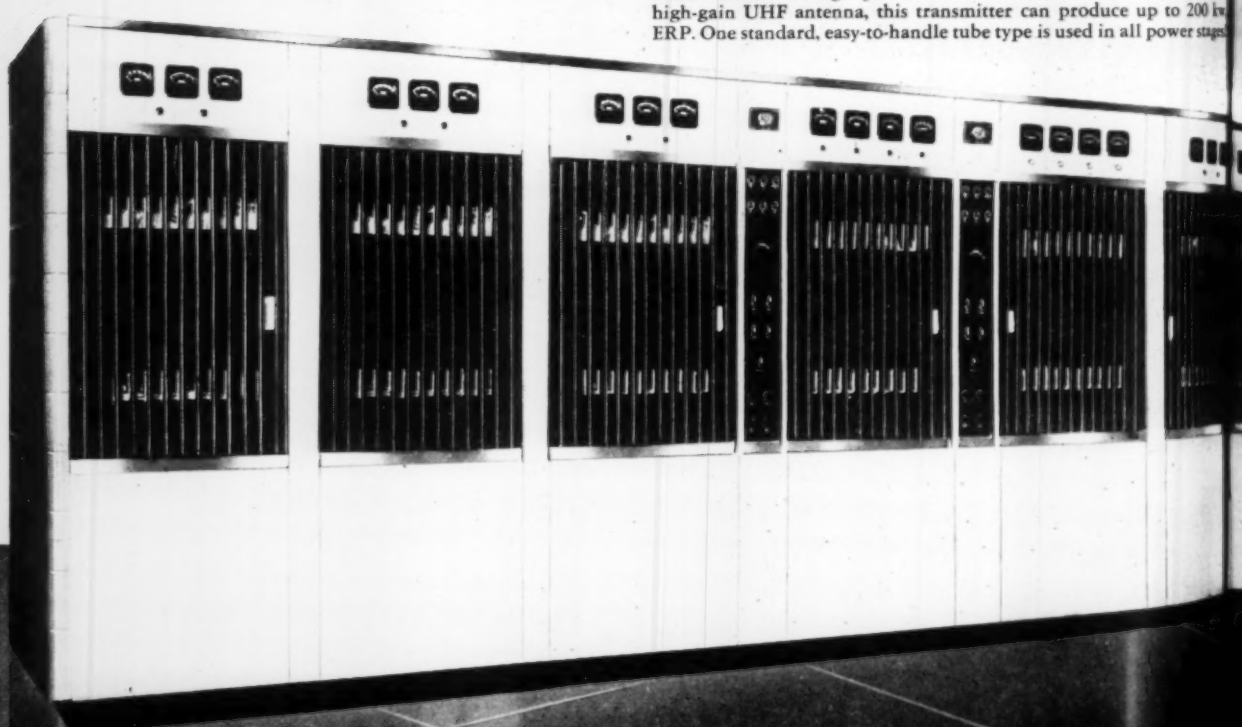
REPRESENTED BY THE KATZ AGENCY

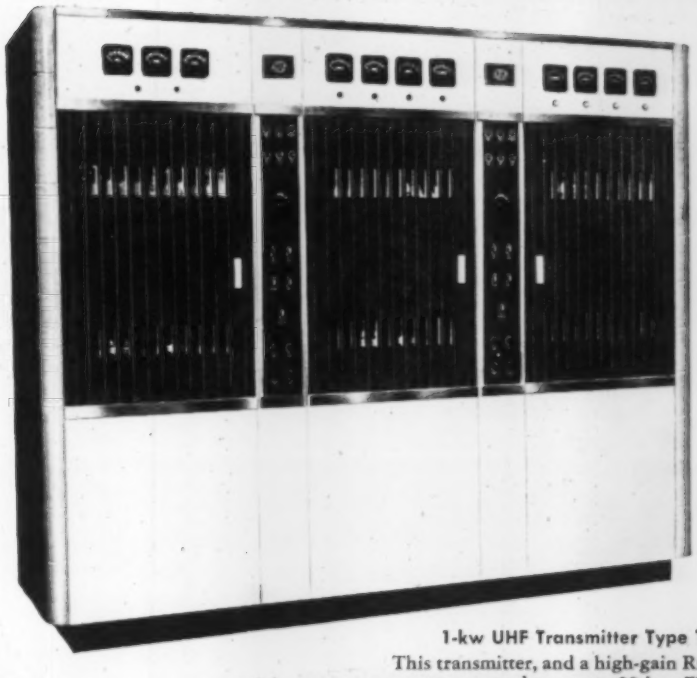
For UHF ...go RCA

Any power to 200 kw*...

10-kw UHF Transmitter Type TTU-10A

RCA's answer to high power on channels 14 to 83. With an RCA high-gain UHF antenna, this transmitter can produce up to 200 kw ERP. One standard, easy-to-handle tube type is used in all power stages





1-kw UHF Transmitter Type TTU-1B
This transmitter, and a high-gain RCA UHF antenna, can produce up to 20 kw, ERP on channels 14 to 83! Type TTU-1B is all air-cooled.

RCA's new 1-kw and 10-kw UHF transmitters (and RCA's high-gain UHF antennas) will give you power combinations up to 200 kw . . . on any TV channel!

If you are planning high power UHF, RCA's new 10-kw transmitter is the answer. If you are planning to start with low power UHF, then RCA's new 1-kw transmitter will meet your needs (increase power later simply by adding matching amplifier units).

Be sure your station planning is correct from the start . . . before you invest a single dollar. Your RCA Broadcast Sales Specialist will show you exactly what equipment you'll need to get on the air at lowest cost.

Available only from your RCA Broadcast Sales Specialist
A 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning.

Call or write the RCA field office nearest you

Chicago 11, Ill.
666 North Lake Shore Drive
Telephone: Delaware 7-0700

Washington 6, D. C.
1625 K Street, N. W.
Telephone: District 1260

Hollywood 28, Calif.
1560 N. Vine Street
Telephone: Hollywood 9-2154

Dallas 1, Texas
1907-11 McKinney Ave.
Telephone: R-1371, 1372, 1373

Cleveland 15, Ohio
718 Keith Building
Telephone: Cherry 1-3450

Atlanta 3, Ga.
522-533 Forsyth Bldg.
Forsyth and Luckie Sts.
Telephone: Walnut 5946

Kansas City 8, Mo.
221 W. 18th Street
Telephone: Victor 6410

New York 20, N. Y.
36 W. 49th Street
Telephone: Circle 6-4030

San Francisco 3, Calif.
1355 Market Street
Telephone: Hemlock 1-8300

New High-Gain Antenna for UHF

The most economical way known to produce high effective radiated power for UHF—and more kilowatts per dollar. Excellent "close-in" coverage in all directions. Power gain, 24 to 28, depending on channel.

*Effective Radiated Power

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

WLEE

advertising boosts sales

88%

In Richmond, WLEE is famous for fast, profitable results . . . like this case of a liquid starch manufacturer:

This manufacturer advertised exclusively over WLEE for two months. During that time, the leading competitive brand of starch had a sales increase of only 33%. *Sales of the starch advertised on WLEE leaped up 88%!* More than 200 stores were covered in the test.

Action like this from WLEE is an old story to local folks in Richmond. They know that WLEE gives big results at low, low cost.

More and more national advertisers are following their lead. How about your own schedule in Richmond? Your Forjoe man will gladly give you the whole WLEE story.

Mutual in Richmond **WLEE**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

BROADCASTING
TELECASTING

Vol. 41, No. 12 WASHINGTON, D. C., SEPTEMBER 17, 1951 $7.00 A YEAR—25c A COPY

AS LEAVES COME DOWN

BILLINGS BEGIN TO RISE

BROADCAST BUSINESS volume this fall will be the biggest in radio-television history, according to an industry-wide TRENDS survey by BROADCASTING • TELECASTING.

Among stations, station representatives, advertisers and advertising agencies the predominant attitude is optimism. Only a fractional minority of those polled in this national survey anticipates a decline in total billings this fall compared with last. The overwhelming majority expects increases ranging in some cases as high as 100%.

The only soft spot in the broadcast business is network radio, and even there the volume this fall is not expected to drop more than a few percentage points.

In all other business categories, volume will increase.

Here's the way the predictions run:

- Total billings on radio stations will average a 14.53% increase over last fall, according to the stations polled by BROADCASTING • TELECASTING.
- Total billings on television stations will be up 39%, according to the stations.

Substantiation of these optimistic forecasts among stations come from agencies.

- Eighty-three percent of the country's agencies this fall will place radio volume equal to or exceeding the volume they placed last fall.
- Eighty-three percent of the agencies will spend more money in TV this fall than last.

Both radio and television stations anticipate big jumps in revenue from local and national spot sponsors. And television stations will get a boost from a third source of revenue that will be declining for radio stations—network advertising.

Local billings will be up an average of 16.64% on radio stations, up 41% on TV. National spot will be up 13.54% on radio, up 38% on TV. Network income will be off 3.99% for radio, but up 35% on television.

The estimates of anticipated network revenue provided by stations in the TRENDS survey closely parallel estimates given BROADCASTING • TELECASTING by networks themselves.

An analysis of the radio network outlook for fall published in BROADCASTING • TELECASTING Sept. 3 showed that sponsored time stood to drop 3.3%.

An analysis of the TV network outlook in the Sept. 10 issue showed that sponsored time for fall would be up 30.7%.

In both these cases the figures represented network hours and were not billings. Dollarwise, the radio network decrease in billings this fall may represent a bigger percentage than 3.3 since the 10% rate cut must also be considered. And dollarwise, the TV network increase in billings will be bigger than 30.7% since most television rates have jumped since last fall.

Estimates Vary

As to national spot volume, estimates by station representatives vary from those by stations.

Radio representatives, who are often optimistic in their forecasts, guess that fall spot volume will be up 18%, or about 4.5% more than their clients figure.

TV representatives think their average billings will soar 98% over last fall, more than twice as big a jump as their clients anticipate.

The expected fall increases in local business on radio stations will continue a trend of steady improvement that has been evident for several months.

Last May a BROADCASTING • TELECASTING TRENDS survey found that most radio stations, in or out of television markets, were taking in bigger local revenue at that time than they had a year before.

It was found that radio stations on the average were doing 14.1% bigger local business in May 1951 than in May, 1950.

The expected fall spurt in national spot billings, however, will run somewhat counter to the situation turned up last May.

At that time national spot was, to say the least, spotty.

Among radio stations in non-TV markets, 61% report improvements ranging up from 1% in national spot billings over a year before, and 21% say it is holding even with the previous May. In TV markets, however, only 40% of the stations reported improvement; 10% say spot is holding its own; and 50% say it is off from the year before.

The radio network volume estimated by stations for fall will be in the declining trend that has been continuing for the past two years.

National radio network net time sales were $128.9 million in 1949 and $121.6 in 1950. In 1951 they have slipped to levels below 1950.

In the first seven months of this year, total radio network billings were 1.8% below those of the same period last year, according to Publishers Information Bureau. But in the month of July they dropped 4.5% below July, 1950, a circumstance attributable at least in part to the network rate reductions that became effective last July.

Television billings in all categories are continuing the dizzy rise that has persisted during the comparatively brief existence of the TV industry.

A consideration of all elements of the broadcasting industry, in assessing the future, is the impact that the defense production program will exert on the civilian economy.

Although it is not believed that predicted shortages in consumer goods will lead to reductions in total advertising expenditures, there is a chance that they might cause a redistribution of billings among local, spot and network categories.

Study Auto Market

For example, many of the stations and representatives polled by BROADCASTING • TELECASTING felt that the cut-back in production of automobiles might force a reduction in the use of national spot advertising by auto makers and in local advertising by new car dealers.

However, many also felt that as the new car market drew tighter, used car dealers would increase their advertising. The net effect of this change, of course, would be a decrease of auto business for national spot and perhaps an increase for local billings.

By and large, most respondents in the survey felt that the basic accounts, food, clothing, drugs, tobacco, etc., would continue in more than adequate supply and hence would keep up the hard-selling type of advertising that needs radio and television.

All in all, it looks to most people in broadcasting like the biggest fall of all.

BROADCASTING • TELECASTING circularized the radio-television industry to bring you this report of TRENDS FOR FALL. A PAINSTAKING POLL of a carefully selected cross-section of radio stations, television stations, their national representatives, and their agency and advertiser customers shows that this fall business will be better than ever.

THE GENERAL RESULTS are on this page. For specific stories about radio stations see page 27; radio advertisers, page 26; radio agencies, page 26; radio representatives, page 28; television stations, page 72; television advertisers, page 71; television agencies, page 71, and television representatives, page 72.

RADIO 'ESSENTIAL'

MBS Promotion Theme

A NEW campaign to make the public know that radio is a bedrock essential of daily living is being launched by Mutual this week.

"Radio—It's Wonderful!" a 20-page booklet containing 15 air announcements stressing the basic, diverse contributions which radio offers, is being distributed to all Mutual stations as first step in the drive.

MBS officials stressed that the purpose is to promote all radio, not just Mutual alone.

Spokesmen expressed the view that it is the first campaign of its kind to be undertaken by a major network but said nothing could "make us happier" than to have other networks as well as stations affiliated with all networks take it up.

Other announcements in the same pro-radio vein will be distributed from time to time, officials reported.

The preface of "Radio — It's Wonderful!" explains its purpose:

"You know radio is wonderful," it tells the station manager. "We know radio is wonderful. And deep down, our listeners know it, too. Just maybe, though, the listeners' knowledge is too deep down. Maybe radio is woven so closely into the fabric of everyday living that people are inclined to take it for granted.

"But radio is too vital to be taken for granted, so we have prepared some special messages for your use throughout your broadcasting day. Briefly and lightly, they point up some of radio's unique gifts and services . . ."

E. M. Johnson, vice president in charge of station relations, said "Radio—It's Wonderful!" is "only a suggested beginning," that additional announcements will be distributed later, and that several MBS affiliates already have initiated similar campaigns in their own communities.

The booklet carries a note specifying that its contents "are expressly not copyrighted," that the "real purpose is the furtherance of all radio, and that "permission is therefore granted for full use of these messages—without charge—by all broadcasters who share this aim."

Streibert Suggestion

The campaign, it was understood, was suggested by Theodore C. Streibert of WOR New York, former MBS board chairman, and the announcements were prepared under the direction of Robert A. Schmid, MBS vice president in charge of advertising, publicity, research, and planning.

Examples of the announcements, which range from 15 to 40 seconds in length:

Announcer: Remember the old nursery rhyme—"she shall have music wherever she goes . . .?" There was a lady who had it pretty special—but nowadays you've got it even better . . . and without any bells on your toes, either. All you need is what you've been listening to right now—radio! Yes, radio brings that fable to life—and assures you so much more than music alone . . . news and drama, excitement, and relaxation—it's all yours on radio, wherever you go, because radio goes with you! Upstairs, downstairs, in your car, high in the mountains, down at the water, stay tuned to radio—and you shall have whatever you please . . . wherever you go!

Announcer: You know what? You are now in tune with the one form of entertainment that really lets you relax. Maybe you never thought of radio just that way, but it's true . . . radio alone amuses you, informs you, entertains you—and at the same time, lets you sit back, shut your eyes, and take it easy. So . . . stay tuned —and enjoy yourself.

Announcer: What's your idea of radio? A handsome piece of furniture? A kitchen fixture? A bedside companion? Radio can be all these things . . . in millions of American homes today, radio is all these things —and more. In fact, radio is whatever you want it to be . . . a twist of your wrist decides whether this magic contraption of yours shall entertain you, inform you, or just plain relax you. In these high-tension, speed-up times, a lot of folks think pure relaxation is one of the best things radio provides. Just what the doctor orders while you work—and just what you order when the day's work is done . . . that's radio for you.

Announcer: How long is a piece of string? How big is infinity? Tricky questions, maybe, but apply the same sort to your radio dial, and you find no end to what this modern miracle can bring you. And in all this endless variety of radio service, perhaps the greatest gift of all is relaxation. To lighten your labors throughout the day . . . for your well-earned rest at night—there's nothing to match radio. So stay tuned . . . and take it easy!

RADIO'S PULL

Can Better TV's Draw

"BASED on cost per inquiry, using as premium a free military map of the U. S., the Union Pacific Railroad has concluded that radio properly used is cheaper than television in multi-station TV markets, whereas the opposite is true in single-station and two-station TV markets."

This was reported to the Advertising Assn. of the West by H. B. Northcott, advertising manager of the railroad, which has been using two live programs on Los Angeles television and scenic clippings from travel movies in other TV markets like Seattle, Chicago, Salt Lake City and Kansas City. Spots have been used on radio in the same cities.

"Radio's cost per inquiry ranged from 20 to 50 cents," he said. "Television, while only 34 cents in single-station Seattle, zoomed to 50 cents in Kansas City, $5 in seven-station Los Angeles."

"U. P. is spending all 'new money' in TV without detracting from its budget in other media," he said.

DISCOUNT URGED

By Agency Association

EFFORT to induce all media to give a 2% cash discount for payment within 10 days was approved by Midwestern Advertising Agency Network at its quarterly meeting, held Sept. 8-9 at the Bismarck Hotel, Chicago.

Members of the association also discussed possible methods of getting war contracts for manufacturers they represent. Programming of radio and TV shows was discussed. Next meeting of the association will be held Jan. 12-13 in St. Louis.

Drawn for BROADCASTING • TELECASTING by Sid Hix

ROY ROGERS

General Foods Signs

GENERAL FOODS last week signed Roy Rogers to a three-year contract calling for exclusive radio and TV services of the cowboy singer, his wife Dale Evans and his horse, "Trigger." The pact covers live and taped radio programs and live or filmed TV programs on NBC and guest appearances on other General Foods shows.

The contract may be cancelled if old Rogers films are released for TV showing. The singer has filed legal action against Republic Studios to prevent release of any old films on video.

NBC will carry the Roy Rogers radio program in the autumn. A half-hour TV series is to start on NBC Dec. 30, using the Sunday 6-6:30 p.m. period. Films are being produced by Roy Rogers Productions. Four have been finished and eight are ready for production.

Edwin Ebel, Post Cereal Division sales-advertising director, completed negotiations for General Foods, with W. Arthur Rush signing for the actor and Phil Cleland for Benton & Bowles.

KGGM, KVSF To Weed

APPOINTMENT of Weed & Co., N. Y., as national advertising representative for KGGM Albuquerque and KVSF Santa Fe, was announced by A. R. Hebenstreit, president of the stations last week. KGGM operates with 5 kw on 610 kc, KVSF with 1 kw on 1260 kc. Both stations are CBS affiliates.

FOR AD-MEN ONLY

PNB Promotion Is Cure-All

AD-MAN'S PILLS, "for use by hucksters only," are being dispensed in pharmaceutical-type bottles by "Dr. XL" (possibly without full sanction of the Federal Trade Commission) and mailed to advertising agency executives and time-buyers.

The "Genuine Ad-Man's Pills," which the label asserts will relieve "Copy writer's belly-cramps, deadline deliriums, inflammation of the client and rush-job tremors" contain, among other ingredients, "Essence of Hadacol, 9%; alcohol, 12%; distilled alcohol, 13%; wood alcohol, 14%; extract of hyper-radioactive corn meal, 15 and 2%." Circular, enclosed with bottle of pills, cautions ad-girls against using the nostrum but happily adds they can write Dr. XL, outline their symptoms and "our specialists will prescribe at once. No obligation on your part, of course."

The doctor also contended "Any XL station representative will be happy to help administer your new personalized prescription." The proprietary medicine is marketed by Pacific Northwest Broadcasters, Spokane, Wash.

MEDIA CHALLENGE

ANA Report Draws Fire

PRINTED MEDIA were challenged last week to produce inch-by-inch advertising readership figures which can be compared with radio's minute-by-minute listening statistics.

Aroused by the Radio & Television Committee of the Assn. of National Advertisers third report on the impact of TV on radio listening, broadcasting circles considered ways and means of producing more equitable comparisons.

Cites Four Media

Paul W. Morency, vice president and general manager of WTIC Hartford and chairman of the Affiliates Committee, pointed out that it is regrettable that ANA, or anybody else, should examine the relationship of any one medium to any other, when actually there are four media.

Critical comments on the ANA claims were heard in research circles although several statistical experts felt they needed "more time to study the report."

In a statement, Frank E. Pellegrin, vice president of H-R Representatives and former director of the Broadcast Advertising Dept. of NAB, pointed out there is no basis for comparison of printed media figures with those furnished by radio. He called attention to the formation of the new Standard Audit & Measurement Services, with Dr. Kenneth H. Baker, former research director of the NARTB, as its head.

'Golden Opportunity'

"This might be the golden opportunity we have been awaiting to supply the missing links in the advertising-research field," Mr. Pellegrin pointed out.

Commenting on the Pellegrin statement, Mr. Morency said he will go into the proposal to put research data for all media on a comparable basis at a meeting this week.

The Affiliates Committee chairman had earlier criticized the timing of the ANA report. A second meeting between the committee and ANA had been planned for the summer but had been postponed because of vacation schedules and the European trip of ANA President Paul B. West.

The ANA convention, scheduled Sept. 24-26 in New York, is expected to discuss the entire radio rate structure, including developments since the network reduction announced in the spring.

Dr. Baker showed interest in the Pellegrin statement and the proposal that the new firm have a part in meeting competitive attacks.

He said: "Mr. Pellegrin's proposal has a number of interesting aspects in which Standard Audit & Measurement is definitely interested—after the industry has produced the overall basic measurement which the national and regional buyer needs. That is our first concern.

"Later we will turn our attention not only to the ideas which he suggests, but to program ratings and necessary circulation, audience and impact measurements."

Pellegrin Statement

Mr. Pellegrin's statement follows in full:

The trade papers this week carry two stories of especial significance.

One is the third blast by ANA against radio, based on the effect of TV on radio listening. After all the good work done by the Affiliates Committee and by the radio trade papers and others, it is disheartening at least to see the ANA still persisting in measuring the

(Continued on page 88)

HERBERT C. HOOVER (l), only living ex-President and a native Iowan, receives one of the first half-dollars minted for Iowa's 1946 centennial celebration from Ralph Evans, executive vice president of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport, Iowa). Mr. Hoover was in Des Moines Aug. 30 to receive Iowa's first Distinguished Citizen Award.

COY FOR UHF, NO VHF

High Band No 'Lemon'

FCC CHAIRMAN Wayne Coy came out last week in favor of terminating the VHF television band and housing all broadcast TV in the UHF.

Addressing more than 100 broadcast engineers and consultants attending an RCA-sponsored seminar on UHF—at which RCA showed, for the first time, TV in operation at the upper end of the UHF band —Mr. Coy said :

"I'm so sold on UHF that personally I'd like to see all of television in the UHF."

But he added:

"That didn't happen, because I'm just one vote."

This was taken to mean that the question had come before FCC and been rejected. He gave no indication that it will be revived, except that he did say the non-broadcast services which used to share VHF television channels "got the short end of the stick" when they were given Channel 1 as a substitute for sharing, and that their frequency needs are such that "they are going to be heard from again."

On past occasions, via questioning at hearings, Mr. Coy has implied that he thought television should be moved "upstairs" to the UHF [BROADCASTING • TELECASTING, April 10, 1950].

'Every Megacycle of It'

Mr. Coy said he was convinced there is enough UHF know-how to justify FCC in opening the 470-890 mc UHF band for commercial TV— "every megacycle of it."

He reiterated that the scarcity of VHF channels will not permit establishment of a nationwide, competitive TV service, and said that in the future from two-thirds to three-fourths of all TV broadcasters will have to recognized UHF "or take it because they can't get anything else."

Referring to RCA-NBC's experimental UHF station at Bridgeport, where the seminar was held on Wednesday, Mr. Coy said FCC's problems would be eased greatly if every would-be TV broadcaster could see the Bridgeport UHF operation before filing his application for a station.

He said reception from the RCA-NBC UHF station, which operates at 530 mc, is good not only in Bridgeport but is as good in the business section of New Haven, 20 miles away, as that of the local New Haven VHF station.

He said he did not want to mislead his listeners into thinking he feels UHF reception has reached a point where it equals VHF, but added quickly: "But it's not the lemon some of you have been led to believe it is."

His listeners, composed of engineers, lawyers, and consultants from this country, Canada and Mexico, also heard RCA President Frank M. Folsom assert opening up the UHF "will shortly mean the addition of nearly 2,000 new television stations to the U.S.," aside from 1,000 others which may be accommodated in the VHF.

"I don't think I am being overly optimistic when I predict that within a short time after these television station become realities, there could be 50 million television sets in the U. S.," Mr. Folsom said.

The new upper-end UHF transmission and reception demonstrated by RCA was in operation at 850 mc — about Channel No. 70 — and picture quality compared favorably with that of the 530-mc station (about Channel 22). Spokesmen said the 850-mc transmitter, a laboratory model, had been set up at Bridgeport only a week before.

In an address following Mr. Coy's, Dr. C. B. Jolliffe, vice president and technical director of RCA, said the RCA-NBC Bridgeport tests —involving UHF re-broadcasting of WNBT (TV) New York's programs on a regular schedule since Dec. 1949—"have proved that television reception on UHF can be just as clear and stable as on VHF," and "in some instances . . . even better."

Commercial Ideal

RCA envisions a Bridgeport-type operation as ideal for launching UHF commercial stations at relatively little cost.

Dr. Jolliffe said:

"It's not necessary to spend millions of dollars to bring good television into a community. Take this experimental station of ours here in Bridgeport, for example.

"All the programs originate in New York in the studios of the NBC. They are sent to Bridgeport by a simple microwave transmitter. This means that a minimum investment and small staff are required and yet good programs with good pictures can be received in this area.

"Any commercial station can get started in a similar way to this experimental station. Then as the station prospers it can expand its service—first by adding a mobile unit to originate remote programs or simple studio programs. And then regular studios could be built

(Continued on page 35)

Mr. Folsom (l) shows FCC Chairman Coy a "bow-tie" type receiving antenna used for UHF television. In background is mural of the RCA-NBC experimental TV station in Bridgeport.

NATIONAL RADIO ADVERTISERS BALLOT

SLIGHTLY UNDER 1950 TOTAL

PLACEMENT of radio time this autumn by national advertisers will not quite equal that of one year ago, judging by returns received in the Trends study.

While response to this questionnaire was not large enough to justify percentage calculations, the returns included many of the nation's largest buyers of advertising.

The larger buyers, in a majority of cases, appear to be holding their radio buying at the 1950 level, but there are a number of cases in which network and spot commitments have been reduced. In some cases the reductions in radio budgets are ascribed to higher cost of television facilities rather than purchase of larger schedules.

Thus a realistic look at the advertising picture, as shown by the questionnaire returns from advertisers themselves, shows definitely that many larger advertisers are reducing their radio budgets in favor of television.

However, there are no signs of a landslide toward television. If anything, the radio situation is considerably stronger than the organized anti-radio campaign of national advertisers would indicate.

One major national advertiser is holding network radio commitments at the 1950 level but spending 35% additional for roughly the same television schedule it placed a year ago.

This contrasts with another top-level sponsor who is obtaining the same network radio facilities at a reduction of around 10% in cost because of rate cuts. At the same time this sponsor is paying higher rates for roughly the same TV network schedule used last year.

Maintains '50 Level

Another leading advertiser is holding network radio at the 1950 level while cutting radio spot commitments 50%. In turn this company is more than doubling its budget for national spot TV.

In only one case did the returns show an instance of a large advertiser trying TV for the first time at the expense of radio. In this instance the sponsor cut the radio network budget to try TV on a national spot basis. The radio network schedule presumably remains the same; in other words, savings from radio's rate cut were thrown into TV.

On the other hand, one of the country's big advertisers is holding the line on network and spot radio but increasing TV commitments through first use of daytime spot on the visual medium.

Little AM Effect

Among national advertisers budgeting less than $1 million this year on radio-television facilities there appeared little indication that aural spending was affected by video's expansion.

Actually these advertisers were divided about 50-50 between expansion of radio budgets and spending the same amount as last year. In a few cases these companies in the under $1 million category are sharply increasing their broadcast budgets for the season, reflecting successful use of the medium over many years.

One of the nation's better known financial institutions is holding the line on its broadcast commitments but cutting its television budget 60%.

In contrast, a major company in the cosmetic-proprietary field is cutting radio network less than 5% and national spot several times that percentage in order to offset sharp expansion in network television.

Brightest place in the group of advertising spending under $1 million appeared to be in the $500,000-$1 million category. In this group there were no instances in which radio purchases were being reduced during the coming season. The instances of increases and unchanged radio budgets were about equally divided.

RADIO AGENCIES BALLOT

59% WILL BOOST BUDGETS

EIGHTY-THREE percent of the nation's advertising agencies will spend as much or more for radio time than they spent one year ago, according to the TRENDS survey of autumn time-buying plans.

The survey is based on TRENDS questionnaire replies from agencies of all sizes in all parts of the nation. The returns are believed representative of agencies in New York City as well as inland states and the Far West.

In analyzing the replies it was found that 59% of agencies plan to increase their radio billings this autumn in comparison with last year. Another 24% will hold billings at the same level and only 17% will reduce billings.

This trend appeared in the face of claims by the Assn. of National Advertisers that the radio audience was diminishing rapidly in areas having television [BROADCASTING • TELECASTING, Sept. 10]. It was believed to indicate that advertising agencies aren't accepting the ANA's three radio reports as gospel in their purchase of media facilities for clients, perhaps feeling ANA was manipulating figures in an effort to force down radio rates.

Network Outlook

Poorest showing in the radio forecast was made in the case of network radio. The analysis shows that 21% of the responding agencies expect to spend less money for network time this autumn than a year ago, with 16% planning to increase budgets while the remaining 63% will hold the same level. This showing was construed as surprisingly favorable, however, in view of the fact that network rates were reduced last summer. Actually the figures show that 79% of the replying agencies will spend as much or more than they spent a year ago, a healthier network situation than had been anticipated at the time the rate reductions were announced last spring.

National spot radio placements show no real signs that those who buy radio time are seriously concerned about TV's effect. Fifty-seven percent of the responding agencies plan to buy more radio spot time this fall than a year ago and the remaining 43% will hold the same level. Not a single respondent planned to reduce spot purchases this autumn.

In the case of local radio placements the showing was even better, with 67% planning increased budgets and 33% the same as last year.

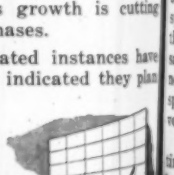
Billings of Respondents

Replies to the questions covering local time were centered in the inland states and most of the agencies were in the group with total radio-TV billings of less than $1 million. In a number of instances the amount of local radio billings will be increased from 20% to 100%.

Heaviest concentration of respondents in the $5 million-$10 million bracket was in New York. A predominant share of these agencies will hold their total radio billings at the 1950 level, divided among network and national spot.

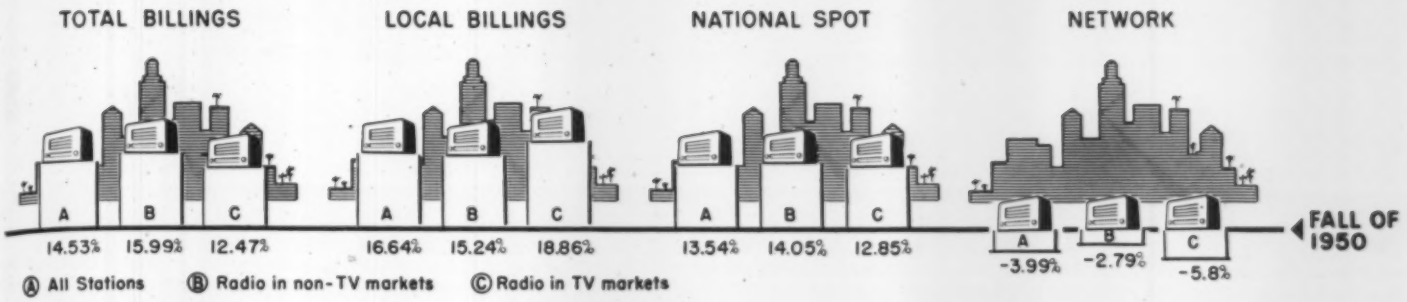
The network rate reduction is not affecting total network billings by these large New York agencies to any serious extent. National spot is holding up well, with no indication that TV's growth is cutting into spot purchases.

Only in isolated instances have small agencies indicated they plan to reduce their radio billings this season. Since they buy a large share of local time, their radio purchases in this field are especially significant. Their questionnaire replies reflect the strong appeal of local radio in the inland with no signs that the medium is losing its hold.



Agency comparisons of radio billings this fall compared to fall of 1950 (percentage of questionnaire replies):

	Up	Down	Same
Network	16%	21%	63
National Spot	57		43
Local	67		33
All Radio	59	17	24



RADIO STATIONS BALLOT

LOCAL AND SPOT TO LEAP UPWARD

TOTAL BILLINGS of all sizes of radio stations in all kinds of markets throughout the U.S. are beginning to spurt.

They'll be up an average of 14.53% this fall as compared with the fall of 1950.

Where's the money coming from?

A lot of it from network sales (although less than last year and the years before).

A lot from national spot advertisers (more than last fall).

And a whopping share from local advertisers, the neighborhood merchants who are buying radio as they never bought it before. Percentagewise, the sponsor from whom radio expects its biggest increase is the businessman who lives just down the block.

Dollar estimates of anticipated fall business are not obtainable, but for purposes of general perspective, it may be recalled that in the year of 1950 total net time sales were $121 million for national networks, $120 million for national spot and $205 million for local advertising.

To judge by the percentage estimates of radio stations surveyed by BROADCASTING-TELECASTING for its TRENDS FOR FALL, the proportions of network-spot-local billings are destined to change in 1951.

Billings Breakdown

According to the national average of estimates from a cross-section of radio stations, local billings this fall will exceed those of the fall of 1950 by 16.64%. National spot billings will be up 13.54%. Network billings will be down 3.99% (see chart at top of page).

How much will television affect the revenue of radio? Not as much as some might expect.

Separating the radio stations in television markets from those beyond the reach of TV, the comparison shows some but not an overwhelming difference (see chart).

Total fall billings for radio stations in non-TV markets are estimated at 15.99% increase over last year and for those in TV areas, 12.47% over last year. Local billings in non-TV markets will be up 15.24% and in TV markets up even more—18.86%, a circumstance perhaps attributable to a local selling effort made by stations as insurance against a drop in national advertising interest in radio under the TV gun.

National spot business on radio in non-TV areas will be up 14.05% and on radio in TV markets up 12.85%. Radio network affiliates in TV markets are gloomier about their fall network income than those operating outside TV areas. Network billings in TV markets are expected to drop 5.8% but in non-TV markets to slip only 2.79%.

Geography Is Factor

The geographical location of radio stations seems to account for a bigger difference in their revenue than the influence of television.

Stations situated in the Mountain states (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) are more optimistic than those in any other region.

The Mountain states stations expect their total billings to soar by 18.7% this fall as compared with last (see table this page).

At the other end of the scale are the New England stations (those in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont). The average total billings increase estimated by them is 7.8%.

The impact of the national defense effort on the civilian economy is being carefully watched by radio station management. Replies to BROADCASTING • TELECASTING questionnaires indicated that many managers expect a sag in advertising by those who make and sell goods whose production is being curtailed.

A substantial number believe that national spot volume by the manufacturers of automobiles and local advertising by new car dealers will fall off. But even more managers believe that local campaigns by *used* car dealers will increase.

Question on Durables

The same attitudes are held toward other heavy durables which contain quantities of critical materials that are being diverted to national armament.

Among station managers there is a widespread belief that the makers of goods destined to be in short supply will cut back on the hard-selling type of advertising characterized by heavy spot radio expenditures and instead use a more institutional approach intended to keep brand names before the public without setting up an avid urge to buy.

To somewhat the same extent that the manufacturers of scarce durables reduce their selling campaigns, their retailers and dealers can be expected to follow suit, a condition that probably will be reflected in local radio buying.

The anticipated reductions in volume from those dealing in short-supply goods will by no means overcome the increases in spending by the makers and sellers of other products, station managers believe.

A majority of managers expect rising billings from food, clothing, drugs, tobaccos and other items of everyday use. The managers believe the makers of these products will boost their national spot budgets and the retailers who sell them will buy more local radio.

Television and the dislocations of a defense economy notwithstanding, radio stations on the whole expect a bang-up fall.

STATION PROSPECTS VARY BY REGION

Region	Average Anticipated Increase in Total Billings of Radio Stations: Fall, 1951, over Fall, 1950
Mountain (Ariz., Col., Ida., Mont., Nev., N. M., Utah, Wyo.)	18.7%
East South Central (Ala., Ky., Miss., Tenn.)	16.8%
East North Central (Ill., Ind., Mich., Ohio, Wis.)	16.6%
West North Central (Iowa, Kan., Minn., Mo., Neb., N.D., S.D.)	14.7%
South Atlantic (Del., D.C., Fla., Ga., Md., N.C., S.C., Va., W. Va.)	14.6%
West South Central (Ark., La., Okla., Tex.)	11.9%
Pacific (Calif., Ore., Wash.)	10.8%
Middle Atlantic (N.J., N.Y., Pa.)	10.4%
New England (Conn., Me., Mass., N.H., R.I., Vt.)	7.8%

[Note: These figures do not average out to the 14.53% national average quoted elsewhere, because of rounding.]

XUM

RADIO REPRESENTATIVES BALLOT

EXPECT 18% INCREASE IN BUSINESS

RADIO STATION representatives estimate their business is up 18% this fall over the same time last year.

The fashion this year in national spot advertising leans toward short commercials that come into the "one minute or less" category.

But there is still a good demand among national spot buyers for longer programs of the five minute or over class.

These facts, and many others, were revealed by the TRENDS study of national representatives which gathered data from both small and large station representatives in New York, Chicago and Los Angeles and in the smaller metropolitan areas.

Several representatives commented on the brisk pace of fall business this year. One said fall business signed to date by his firm was almost double that sold at this point last year. Another said that in the first eight months of 1951 15 of the stations it represents showed increases ranging from 2% to 725% over the previous year. Only four stations of the firm's list showed a reduction in business and two of those expect an increase by the end of September.

Business has been particularly brisk for the past six weeks after a slow first six months. One well-known firm said sales for the last month have consistently been from 80 to 100% ahead of the same weeks last year.

Several representatives commented on the interest of big advertisers in value they get for the price in radio. The big coverage for little money appeals to them as an advertising bargain. A big plus in radio is reported by another firm from an advertiser buying of participations on women's programs and early morning shows where ratings are consistently high.

While the national average increase in billings for radio representatives stood at 18%, several well-known firms with average billings in the $5 to $10 million category reported increases of as much as 100%.

A few, representing not more than 5% of the total national billings handled by representatives, reported decreases in revenue with 10% the largest decrease reported.

Increased billings were reported in a number of categories with soaps reported buying more radio by the majority of representatives although a few reported less activity from this category.

All agreed that food products, gasoline and oil, drug products, and magazines were buying more radio time. Several mentioned television sets, cigarettes and auto accessories.

Most representatives said there was less buying from auto manufacturers and some noted decreases from cigarette companies, jewelry and watch manufacturers, and beer bottlers.

When asked about the comparative popularity of various time purchases there was nearly unanimous mention of the popularity of spots of one minute or less. Over 20% increase in purchases of this classification was noted. About 5% of the representatives queried noted a decrease while about the same number saw no change in this type of purchases.

Little change was noted in the purchase of time periods of more than one minute and less than five minutes.

Purchases of time in the "more than 5 minutes" category showed an increase of about 10% on an average, the survey showed. About 10% of the representatives queried saw no change in purchases of time in this classification over that bought last year while about 5% saw a decrease.

Altogether the radio prospects look bright when viewed through the eyes of station representatives.

One member of a New York firm that represents a large number of substantial stations summed it up: "It looks like a whale of a fall."

BMI CLINIC

Next Is Rochester, N. Y.

PROGRAM clinic, held by Broadcast Music Inc., New York, is scheduled for Thursday at Rochester, N. Y. It is one of three which BMI is holding during this month in Maine, Massachusetts, and New York.

Speeches and Speakers include: "Programming Twists and Aids" by Murray Arnold, WIP Philadelphia; "Has Radio a Future?" by William S. Hedges, NBC "Are You Making the Most of Your Local News?" by E. R. Vadeboncoeur, WSYR Syracuse; "Building Station Relations in Your Community" by Earl Kelly, WWNY Watertown; "Radio Is Your Best Companion" by W. Robert Rich, WBEN Buffalo; "Building and Holding the Rural Audience" by Merl Galusha, WGY Schenectady; and "It Takes Three to Make a Sale" by Milton Slater, WCAX Burlington, Vt.

TAX RELIEF

Partial Victory Looms on Hill

A PARTIAL victory for the tax-harassed television industry in its fight for less burdensome excess profits levies appeared to be firming up on Capitol Hill last week.

Agreeing in principle that telecasters should be relieved of inequities under the present Excess Profits Tax Act, the Senate Finance Committee late Friday was attempting to resolve certain technicalities upon which a clear interpretation of its proposal would hinge.

Reliable sources indicated that "in general the new plan gives the industry some relief from tax burdens," but there was hope that the committee might hue more closely to the industry version sponsored by Sen. J. Allen Frear (D-Del.).

Report Expected This Week

The committee is expected to make its report early this week. Pro-industry sources were confident that bi-partisan support would sustain the fight on the Senate floor.

The committee proposed to:

● Permit the TV industry to use the four year period (1946-1949 inclusive) rate of return as a base rather than 1946 as suggested by the NARTB-organized Television Broadcasters Tax Committee and in the Frear proposal.

● Allow radio-TV broadcasters to use their own earnings income or the industry rate of return for tax computation purposes.

● Permit radio-TV operators also engaged in non-broadcasting enterprises (such as newspaper publishing) to compute their tax for radio-TV only.

The alternative formulae as spelled out by the committee would give the radio-TV broadcaster the option of computing net income for average base period earnings by applying:

(1) Either his own rate of return for 1946-49 "less TV losses and capital invested in television business," or (2) the industry rate of return for 1946-49—to the company's total assets at the end of 1949, whichever is higher.

Under the current plan the average long established combination radio-TV operator who has pioneered in television probably would fare better by choosing his own rate of return.

The advantage of one option over another was seen as varying in individual cases among companies deriving part of their income each from radio and TV.

The TV-only broadcaster would automatically fall under the second option inasmuch as he had no rate of return for radio prior to 1946-49.

A second provision adds this feature:

. . . When a corporation derives part of its income from some other business such as newspaper publishing, part from radio business and part from television business the corporation in computing its average earnings base . . . can treat its publishing business as if it were a separate business and with respect to its radio and television business would be eligible for the (same) option. . . .

Current problem within the committee involves the present index which comprises the rate of return for radio-TV. Because of TV, radio profits were depressed. Hope was held out that a revised index would provide for a higher rate of return for radio after TV losses are computed. Current industry rate of return is now 15.08, according to the Treasury Secretary's index.

Proposed Scale

New corporations organized after Jan. 1, 1946, are covered under a general provision set up for so-called "growth" companies like television.

Ceiling rate of 5% was set for the first $400,000 of EPT income. Second, third and fourth year ceilings would be 8%, 11% and 14%, respectively, with a top of 17% in fifth and subsequent years.

The 17% ceiling would establish a combined income and excess profits tax maximum of 66.92%. Combined tax-income for newly-formed firms would range from 54.92% for the first year to about 63.92% for the fourth. Present tax ceiling is 62%. It has been charged that many TV broadcasters are actually paying on a 100% rate on part of their income.

Retroactive to July, 1950

These proposed amendments, if finally adopted by the committee and approved by the Senate, would be effective retroactively to July 1, 1950.

Heated debate was expected when

(Continued on page 105)

GAMBLING DATA INQUIRY

Johnson Opens Wednesday

SEN. Edwin C. Johnson (D- Col.) last week set into motion machinery for renewed hearings on anti-crime bills, including proposals touching directly on broadcasting stations.

The chairman of the Senate Interstate & Foreign Commerce Committee set hearings on four anti-gambling measures to begin this Wednesday. Herzel Plaine, special assistant to the Attorney General, Justice Dept., and FCC Chairman Wayne Coy will testify initially before the full committee. Hearings also will be held Thursday.

The decision to reopen hearings was reached following an executive committee meeting last Wednesday. At the same time Sen. Johnson introduced a bill (S 2116) almost identical to the legislative piece reported by his unit last year. A compromise of FCC and Justice Dept. views, the legislation (S 3358) died with the 81st Congress.

Would Continue Inquiry

The Senate Commerce Committee also took formal steps to carry on in the broad footsteps of the expired Senate Crime Investigating Committee. Sen. Homer Capehart (R-Ind.), along with five committee colleagues, co-sponsored a resolution designed to authorize the continued study with a fund of $150,000.

Here is a summation of the bills on which the committee will receive new testimony and how they affect broadcast stations:

● (S 2116)—"To prohibit transmission of certain gambling information in interstate commerce by communications facilities." Identical to S 3358, reported by committee last year [BROADCASTING • TELECASTING, June 5, May 29]. Would prohibit transmission of gambling information prior to time a horse race is held but permit broadcasts or telecasts of actual event. Aimed at transmission of betting data (odds, wagers, etc.) by stations and wire services.

● (S 1624)—" . . . To prohibit the broadcasting of gambling information . . . the transmission of bets or wagers by means of interstate communications; and to prohibit further the transportation of gambling devices in interstate commerce." Would extend the criminal law against broadcasting lottery information to include other "gambling enterprises," and make it unlawful to transmit any bet or wager by radio, telephone or telegraph by amending the U. S. Criminal Code.

● (1564)—"To make unlawful the transmission in interstate commerce of gambling information concerning a sporting event which is obtained without consent of the person conducting such a sporting event." No effect on broadcasters.

● (1563)—"To provide for the licensing of certain persons engaged in the dissemination of information concerning horse or dog racing events and betting information concerning other sporting events by means of interstate and foreign communications by wire and radio. . . ." Would specifically exempt broadcasters from licensing requirements. Seeks to curb wire services.

The revived Johnson bill (S 2116) provides again that "no person operating any such station shall knowingly permit the broadcasting of any gambling information," nor shall any person broadcast any gambling data by radio.

Last year it was approved by the committee as a compromise between the Justice Dept. bill (S 3358), which sought to require an hour's delay before broadcast of horse race results, and the FCC plan, which was designed to prohibit transmission of all gambling data, before, during and after a race.

FCC Chairman Coy has asked Congress to adopt a flat prohibition of interstate transmission of all information that can be used in gambling operation. The Commission defines gambing information as "bets or wagers, or betting odds or prices paid on any sporting event or contest." FCC also warned that restriction of wire services in dissemination of such data would enhance the value of quickly-broadcast race results and prices.

Chairman Coy already has advised Chairman Johnson that the Commission feels "the most effective and expeditious method that Congress can employ is that heretofore reflected" in compromise of S 3358 reported by the committee last year. But it wants criminal penalties spelled out for violations and an extension of language to include betting odds and prices paid.

Proposal that transmission of bets or wagers should be made a federal crime had been advocated by the Senate Crime Investigating Committee, which recently turned over its records to the Johnson group.

Other Witnesses

Other witnesses slated to appear before the Commerce committee on Thursday are Spencer Drayton, of the Thoroughbred Racing Assn., and J. Bond Smith, an attorney. Hearings may be extended indefinitely, it was indicated, in the hope of reporting out legislation to the floor before recess. Hearing will be held in Room G-16 of the Capitol, with Sen. Johnson presiding.

Sen. Capehart submitted the resolution for Sens. Owen Brewster (R-Me.), Charles Tobey (R-N. H.), John Bricker (R-Ohio), James Kem (R-Mo.) and John Williams (R-Del.).

Sen. Capehart said he felt it would be a "mistake" to drop the crime studies at this time and expressed hope that the Johnson unit and Rules & Administration Committee would take favorable action on his resolution. The committee would report its findings and recommendations by Dec. 31, 1952.

The proposed extension of the investigation also was advocated by the Senate Crime Committee before it closed shop after filing its final report. The commerce committee received its records and data under S Res 129, which amended the resolution originally setting up the crime study.

Halley, Rifkind to Speak

RUDOLPH HALLEY, former counsel of the Senate Crime committee, and Federal Judge Samuel H. Rifkind will participate in a round-table discussion as part of the American Bar Association's seventy-fourth annual meeting. Titled "The Responsibility of the Press, Radio and Television for Fair Criminal Trials," the discussion is scheduled Sept. 19 at the Waldorf-Astoria, New York.

Mich. Meet Rescheduled

DATE of the Michigan Assn. of Broadcasters' state convention has been moved forward a week. The convention, originally set for Nov. 9-10, will be held instead Nov. 2-3 at Detroit's Fort Shelby Hotel.

RIGID STATUTE

ABA Offers Model Bill

FORMULATION of a model gambling statute including "rigid" prohibitions against the use of radio, television, telephone and telegraph facilities for dissemination of gambling information was recommended last week by the American Bar Assn.'s Commission on Organized Crime.

To be presented to the Bar Assn. at its annual convention starting in New York today (Monday), the 65-page report of the Commission's studies, conclusions and recommendations was made public last week. The commission will ask for authorization to prepare model laws, incorporating its proposals for curbing crime, for submission to the various states.

Favor Pending Bill

The commission, headed by former Secretary of War Robert P. Patterson, went on record in the report as favoring the pending congessional bill (S-1563) which would set up FCC licenses for the transmission of sports and racing news over interstate commerce facilities and require FCC to refuse or revoke such licenses where the information is used for illegal gambling. Licensed radio stations as well as newspapers of general circulation would be exempt from provisions of the bill.

The Crime Commission said it would have preferred "forthright prohibition of the transmission of gambling information prior to the event," as provided in a bill introduced in the preceding congress by Sen. Ed C. Johnson (D-Col.), but that "it nevertheless approves the Senate Bill 1563 and urges not only that Congress pass the bill but also that it provide the FCC with such additional appropriations and personnel as it may need properly to adminster its provisions."

The report also said:

"If the instant bill (S-1563) became law and the FCC received the modest increase in appropriation and staff necessary to administer it properly, the federal government would have a weapon to deal with the present sports news monopoly which supplies bookmakers all over the country through strategically placed subsidiaries and dummies which it controls."

Among other pending bills which the commission approved was one (S-1564) which would make it a misdemeanor to transmit by radio, telephone or telegraph any gambling information concerning sports events if it has been obtained surreptitiously or through stealth and without the permission of the persons conducting the events.

Another bill approved was one (S-1624) which, among other things, would prohibit transmission of any bet, offer of a bet, or payment for any bet by radio, telephone or telegraph.

TV Not Mentioned

Although it did not specifically mention television, whose coverage of sessions of the Senate Crime Committee had such spectacular public effect, the report said the committee proceedings "were painstaking and fair, suffered little from the lack of safeguards common to adversary proceedings in court, and faithfully reflect the existing situation.

"As a result of the widespread attention the Senate committee hearings received," the report continued, "the American public became a vast grand jury, able to see and hear witnesses, counsel and committee, and impelled to judge for itself the fairness of the questioning, the credibility of the witnesses and the truth or falsity of the testimony.

"The crucial problem now is to see that the work of the Senate committee is not permitted to die. . . ."

XUM

Program: Robert Montgomery Presents, on NBC-TV, alternate Mondays, 9:30-10:30 p.m.
Sponsor: American Tobacco Co.
Agency: BBDO
Producer: Robert Montgomery
Director: Norman Felton.
Writer: Thomas W. Phipps.
Cast: Richard Derr, Denise Alexander, Barthe Doyle, Faith Brook, Betty Sinclair, Leona Powers, Beverly Whitney, Mimi Strongin, Pat O'Malley, William Podmore, Gordon Mills and Mr. Montgomery as m.c.
Production cost: $30,000.

IN REVIEW . . .

"BUBBLES", the production chosen by Robert Montgomery to open the new season of his bi-weekly presentations on NBC-TV, was a psychological drama handled with restraint and infinite grace, two qualities that often are missing in this rather standard type of TV fare.

Mr. Montgomery's offerings are blessed with a high budget and also with directorial and production management that does not squander a dime. In "Bubbles", big money bought big returns, a fine script, fine staging and acting of the highest quality.

In outline, "Bubbles" was a story of a little girl whose mother is insane and who naturally is yearning for the motherly affection she is missing. It was not an extraordinary theme and indeed would have been thoroughly pedestrian had it not been managed with skill by all concerned.

In the hands of Mr. Montgomery and company it was an absorbing and at times moving drama. The company was presented with an unusually competent script which not only avoided excursions into the maudlin but also dared to close on a note far different from the happy ending that too many TV dramatists seem to regard as inflexibly necessary.

The performance completely lived up to the script. Denise Alexander, who played the little girl, was the most skillful child actress this reviewer has seen on TV. Adults in the cast were uniformly capable.

* * *

KIDS AND COMPANY is a new show featuring picked juvenile talent and a "kid of the week" chosen by the U. S. Junior Chamber of Commerce for some outstanding achievement and flown to New York at the sponsor's expense to receive an award and prizes on the television broadcast.

The first show was exceedingly entertaining, asking no sufferance for its being a children's program; the child participants were good by any standard. Whether the show can continue on that level is another question, and whether it ought to try is still a third. The producers would probably be well advised to find a less taxing and more self-regenerating format since it is hardly conceivable that subsequent acts can live up to the high standards of those on the first show. An overall locale (perhaps a club or a carnival) in which children could feel a sense of participation or identification might be the answer. But whatever the answer, on one score there is no question: The first show of the series was, in general, a charmer.

PROGRAM FACTS

Program: Kids and Co., DuMont Network, Sats., 11-11:30 a.m.
Produced by: Wyatt & Schuebel, New York.
Written by: Bill Ballard.
Directed by: Pat Fay.
Production Supervisor: Ed Downes.
Sponsored by: Red Goose Shoes.
Agency: Westheimer & Block, St. Louis.
Talent Cost: Approximately $3,500.

Adam Moncure

ADAM MONCURE, advertising and acting sales manager of George Muehlebach Brewing Co., Kansas City, died Sept. 10 as a result of injuries received in a head-on auto collision. The accident occurred Sept. 8 at Fort Scott, Kan. Mr. Moncure recently had completed plans for a campaign extending the company's radio coverage in the Southwest.

KUNO Corpus Christi has added two more hours a day of Spanish language broadcasts, bringing its weekly total to more than 56 hours of Spanish programming.

MULTIPLE OWNERSHIP

Rivers Case To Hearing

DOES CONSANGUINITY prevent broadcasters from owning more than seven AM radio stations?

Even though each of the kin vows that he goes his own way? Would each willingly compete against any of the others?

That is the question the FCC apparently wants answered and last week it set for hearing Oct. 22 the transfer applications of E. D. Rivers Sr., his son E. D. Rivers Jr. and James Rivers (brother of the elder Mr. Rivers) for control of WMIE Miami, Fla.; KWEM West Memphis, Ark., and WACL Waycross, Ga., respectively.

Hearing has to be held, the FCC said, because the grant of any of the transfers might "result in an undue concentration of control of broadcast faciiities."

That inference was drawn, it was obvious, from the fact that the Rivers own seven AM stations and have minority interests in two others.

WMIE is proposed to be sold to ex-Gov. Rivers (of Georgia) for $1,541 for stock, plus $218,459 for outstanding notes [BROADCASTING • TELECASTING, July 9]. Transfer of the station was approved a fortnight ago by FCC from Lincoln Operating Co., trustee, to Sun Coast Broadcasting Corp., controlled by Arthur B. McBride and Daniel Sherby [BROADCASTING • • TELECASTING, Sept. 10].

Gov. Rivers owns WLBS Birmingham and WOBS Jacksonville, has a minority interest in WGAA-AM-FM Cedertown, Ga., and plans to become a TV applicant (with Elliott Roosevelt and others) for Miami [BROADCASTING • TELECASTING, Aug. 20].

KWEM for $73,500

KWEM is due to be sold to E. D. Rivers Jr. for $73,500. E. D. Rivers Jr. owns WEAS Decatur, WJIV-AM-FM Savannah, WGOV-AM-FM Valdosta, Ga. He bought WGOV from his father a short time ago. He is also a TV applicant for Atlanta.

Control of WACL is to be gained by James S. Rivers through acquisition of 6% of the outstanding stock to give him 51% ownership. He owns WMJM Cordele and controls WTJH East Point, Ga.

Under a proposed amendment to Sec. 3.35 of the Commission's rules, introduced last year, FCC considers the ownership of more than seven AM stations against the "public interest, convenience and necessity."

As part of that amendment, the FCC lists degrees of control permitted if less than seven AM stations are owned in common.

If only six stations are controlled, the owner can have minority interest in one or two other AM stations. If less than five stations are controlled, the owner can have minority interest in three or four other AM stations, etc.

In FM, the rules specifically limit control to six stations. In TV, five stations are the limit.

The most recent transfer involving more than seven AM stations under common ownership was early this year when Fort Industry Co. bought WSAI Cincinnati from Marshall Field.

Since it already had seven AM stations—WJBK Detroit, WSPD Toledo, WAGA Atlanta, WGBS Miami, WWVA Wheeling, WMMN Fairmont, W. Va., and WLOK Lima, Ohio—its purchase of WSAI was approved by the FCC upon condition it rid itself of one station. It sold WLOK to the Pixleys early this year [BROADCASTING • TELECASTING, April 9].

The FCC set the Oct. 22 hearing on the following issues:

1. To determine whether a grant of the instant applications would vest the ownership, management and control of ten standard broadcast stations in persons under common control.

2. To determine, with respect to the seven stations presently controlled by E. D. Rivers Sr., E. D. Rivers Jr. and James S. Rivers, and the stations involved in the instant applications, the overlap, if any, that will exist between the service areas of these ten stations, the nature and extent thereof, and whether such overlap, if any, is in contravention of Section 3.35 of the Commission's rules.

3. To determine in light of the evidence adduced under the above issues whether a grant of the instant applications would be in the public interest.

DUAL BIRTHDAY

NBC, Newspaper Share Fete

JOINT birthday celebration of NBC and the New York *Herald-Tribune* will take place at a professional football game Thursday at New York's Polo Grounds.

The New York Giants will meet the Los Angeles Rams in the 13th annual Fresh Air Fund game, sponsored by the *Herald-Tribune*.

NBC is observing its 25th anniversary. The Fresh Air Fund is 73 years old. Between halves of the games, Niles Trammell, NBC board chairman, and Whitelaw Reid, *Herald-Tribune* vice president, will receive plaques commemorating the occasion.

The game will mark the first time that pro football has been shown exclusively on theatrecasts in the Middle Atlantic states.

Arrangements are being handled for the Fund by Theatre Network Television Inc. and the game is expected to be shown at least in Chicago, St. Louis, Boston, Philadelphia and Pittsburgh. Although coverage will be exclusive for theatre television, it will not be offered to movie houses in New York, where attendance would compete with Polo Grounds receipts.

of more than ¼ million rural women in Ohio's billion dollar rural market

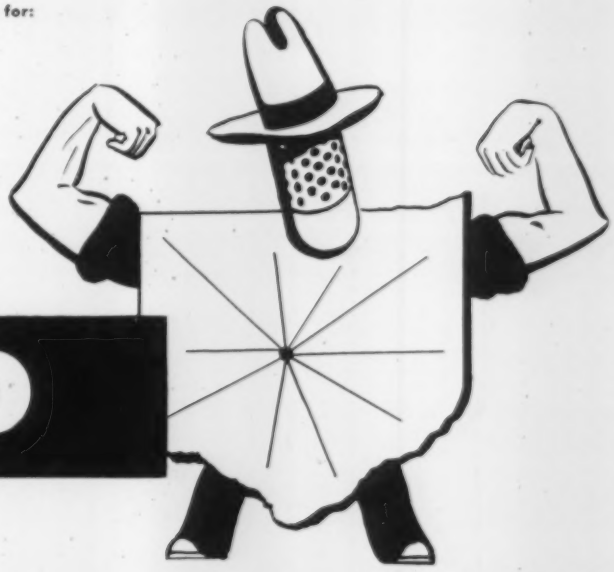
Ohio's rural women hold the purse strings of more than a BILLION DOLLARS of spendable income. They buy the same foods, drugs, soaps, cosmetics, clothing and other retail items as city women.

WRFD has deeper penetration of this market and a lower cost per thousand than any other Ohio radio station.

In 1950 WRFD primary coverage area of 66 Ohio counties accounted for:

$4,251,969,000 in retail sales or 57.3% of Ohio's total*
$ 982,958,000 in food sales or 54.6% of Ohio's total*
$ 124,382,000 in drug sales or 56.6% of Ohio's total*
*Source—SRDS Consumers Markets 1950-51

Get your share of this rich Ohio rural market. Sell to the rural women through OHIO'S RURAL STATION.



5000 WATTS 880 KC

WRFD

WORTHINGTON, OHIO

Represented nationally by the O. L. Taylor Company

ROSE BOWL GAMES

Gillette Buys on NBC

ROSE BOWL games for the next three years will be sponsored by the Gillette Safety Razor Co. over both the radio and television facilities of NBC.

The network bought three year coverage rights last summer [BROADCASTING • TELECASTING, Aug. 6] for $1½ million, paying $400,000 for the first year and increasing amounts for the next two years to compensate for the expected annual increase in television audiences.

Spokesmen for Gillette reported their organization did no more than meet the NBC expenditure.

To be telecast over the new transcontinental hookup, this year's Rose Bowl game will be the first, since the series was inaugurated in 1902, to be seen east of California. Matching winners of the Big Ten and Pacific Coast conferences, the game will go out to some 50 NBC television affiliates into areas with 85,000,000 of the country's population.

Agency for Gillette is Maxon Inc., New York.

NBC also announced last week two special television programs, one pre-game and one post-game, to complement its weekly telecast of NCAA football each Saturday beginning Sept. 29.

Pregame Show

General Tire & Rubber Co., through the D'Arcy Agency, New York, will sponsor the 15-minute pregame show. Sportscaster Ted Husing will interview top coaches for discussion of the outstanding games of the day and will show film clips of notable football events of the previous season.

The postgame show—also for 15 minutes — will advertise Prestone anti-freeze, a product of the National Carbon Co., a division of the Union Carbide & Carbon Co. Agency is William Esty Co., New York. Programs will present Jimmy Powers and other sports commentators, interviews of leading grid performers and last-minute reports on scores of the day.

British Election

CBS Radio commentator Edward R. Murrow was assigned last week to head a team of CBS correspondents to cover the British elections later this year (possibly to be held in November). Others assigned to the coverage job, for which a schedule of approximately 70 broadcasts is being set up, include Howard K. Smith, chief of the CBS Radio European staff; Richard C. Hottelet, correspondent in Germany, and David Schoenbrun, Paris. Several CBS Radio Washington correspondents also are slated to go to London and Wells Church, editor-in-chief of CBS Radio news, was named to go to coordinate the schedule.

PICTURED before their departure aboard the Queen Mary, bound for London and the season's premiere broadcast of NBC's *The Big Show*, are (l to r) R. S. Reynolds Jr., president of Reynolds Metals Co., one of the show's sponsors; Mrs. Joseph H. McConnell, wife of the NBC president; Mrs. Reynolds, and Mr. McConnell. *The Big Show* will originate in London over BBC.

FREEDOM CRUSADE

Radio, TV Give Impetus to RFE Drive

RADIO's hallowed rule not to mention other networks or stations by name while on the air was broken by Tex McCrary Tuesday when he, like other broadcasters last week, gave a plug to the Crusade for Freedom Campaign [BROADCASTING • TELECASTING, Sept. 10]

Mr. McCrary took time during his daily morning broadcast over WNBC New York to read an ad the station had placed in local papers. Admitting that "it might seem strange to you that we're taking this ad on behalf of another radio station," the WNBC full-page announcement ended: "Want to be a radio sponsor? Buy a spot on Radio Free Europe. Join the Crusade for Freedom."

Gimmick was that listeners were urged to send contributions and their "commercials" on the subject of freedom to the campaign, which had already allocated part of its anticipated funds for building more transmitters for Radio Free Europe. The messages would be read on continental broadcasts, to sell democracy to people behind the iron curtain.

After reading the ad and complimenting his outlet for its action, Mr. McCrary said, "I think CBS ought to do likewise."

Steady Plugging

Regular performers on WNBC and WNBT referred to the ad and promoted the Crusade for Freedom throughout the day, opening date of the drive in New York City.

Official opening occured at noon with a rally in Rockefeller Plaza, followed by a luncheon at the Waldorf. Vice President Alben Barkley, speaking at the rally, said that "democracy lives on truth while autocracy feeds on falsehood, and the two forces are always antagonistic."

Brig. Gen. David Sarnoff, RCA board chairman and chairman of the fund drive, said at the luncheon he was sure the Crusade for Freedom could prevent a shooting war with Russia. "We can win the cold war as well as the hot one," he commented. "And if we win the cold one—or at least prevent Russia from winning it—we may not have to fight a third World War.

An estimated 100,000 attended Rockefeller Plaza ceremonies, which were simulcast from 12:15-1 p.m. over WNBC and WNBT to an additional 2,500,000.

President Truman wrote Gen. Sarnoff that the crusade, as a "joint action of millions of free citizens regardless of party or occupation, race or religion," constitutes "an inspiring and effective attack against Red tyranny." He sent best wishes "in your dramatic action as free citizens to carry the message of truth to millions of our fellowmen who are struggling against oppression and whose news is poisoned by lies."

CBS-Radio broadcast a special *Crusade for Freedom* program Saturday with speeches by Gen. Omar N. Bradley, chairman of the Joint Chiefs of Staff, and C. D. Jackson, president of the National Committee for a Free Europe. The general discussed Crusade aims in reference to the cold war, while Mr. Jackson told of "Winds of Freedom" balloons, flown into Czechoslovakia with leaflet messages on democracy.

ABC Radio Network will carry a dramatized report on how Radio Free Europe pierces the iron curtain from 10 - 10:30 p.m. (EDT) Wednesday. Purpose of the show is to demonstrate how information is being transmitted to blacked-out countries and to illustrate with documented reports the effectiveness of the program. Broadcast will be written by Morton Wishengrad, author of ABC's Peabody-Award-winning *Communism—U.S. Brand.*

DuMont Television Network is participating in the radio campaign by using one-minute and 20-second film strips during station breaks.

YANKEE PACTS

Full Grid Slate Planned

YANKEE NETWORK has contracted to give New England radio listeners and televiewers a full grid schedule of both college and professional games.

Linus Travers, Yankee executive vice president and general manager, said that the network is presenting the most extensive football schedule in its 29-year coverage of sports in the six-state New England area.

Over WNAC-TV Boston, Yankee's video outlet, Carling's Red Cap Ale and the Atlantic Refining Co. will sponsor each Sunday the entire 10-game series of the Cleveland Browns, four-times world professional champions. Ad agencies are Benton & Bowles, New York, and N. W. Ayer, Philadelphia.

An 11-game series of professional football games will be sponsored Sundays on the AM network by the Miller Brewing Co., Milwaukee, for Miller High Life Beer. Agency is Mathisson & Assoc. Inc., Milwaukee.

New England and Ivy League games will be aired over WNAC and the Yankee Network Fridays and Saturdays for the Atlantic Refining Co., Agency is N. W. Ayer.

STATION SALES

WKSR Files for Transfer

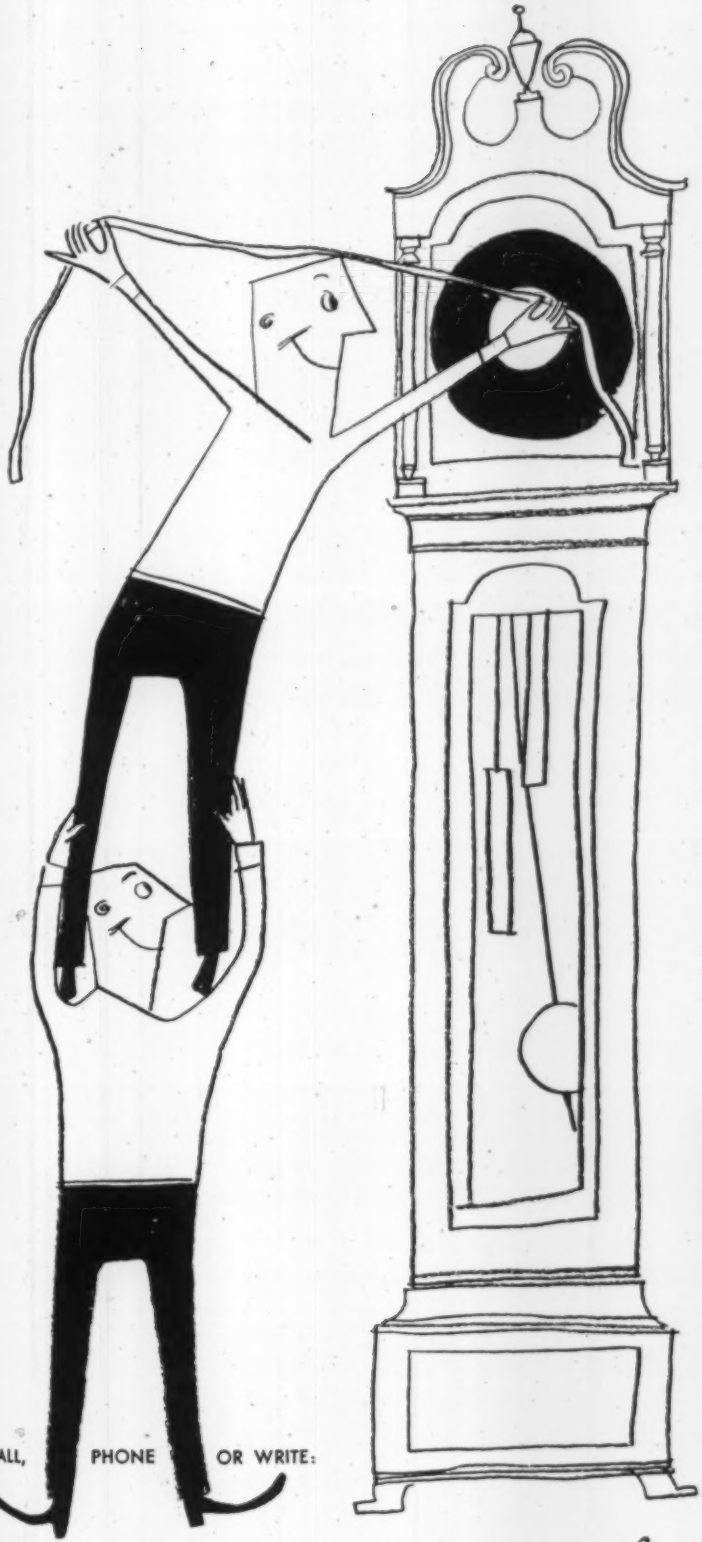
TWO new transfer requests were on file at the FCC as of last Thursday. All are subject to customary FCC approval.

WKSR Pulaski, Tenn., was sold to W. K. Jones and Fred Fleming, a partnership doing business as Richland Broadcasting Co., for $50,000. Sellers are John R. Crowder and James P. Clark. Mr. Jones and Mr. Fleming are joint owners of the Cedar Grove Lime Co. Inc., a firm specializing in limestone quarrying and rock crushing. The pair had previously filed for a new station in Pulaski as Richland Radio, but their application was dismissed.

A realignment in ownership was requested by WAIR-AM-FM Winston Salem, N. C. O. G. Hill, present partner and one-half owner, wants to retire because of poor health. Other partner, George Walker, will retain 50% interest in the new corporation, WAIR Bcstg. Co. His wife, Susan Hill Walker, will buy Mr. Hill's interest for $30,000.

Signs ABC News

M.J.B. Co., San Francisco (coffee, spices, rice), Sept. 24 starts *Chet Huntley and the News* on ABC Pacific network Mon., Wed., Fri., 9:15-9:30 a.m. (PST). Contract is for 52 weeks. Agency is BBDO, San Francisco.



How wide should 15 Minutes be? 16 inches? 10 inches?

MICROGROOVE transcriptions give you 15-minute programs on 10-inch records—save space, trouble, money!

Now—full 15-minute broadcast transcriptions only 10 inches wide—through the miracle of MICROGROOVE! Columbia cuts the record size—cuts the cost *amazingly*—as actual case histories testify!

5 Microgroove Advantages

- Cuts costs . . . as much as half!
- Smaller disc . . . full 15-minute program!
- Big savings on packing and shipping costs!
- Easier handling and storage!
- Famous Columbia quality throughout!

CASE HISTORY #2*

See How One Client Saved 45%!
(52 Weeks—65 Stations)

	old 16" Transcription	new 10" Microgroove
Processing	$4,680.00	$3,120.00
Pressings	7,098.00	4,056.00
Packing	456.30	289.52
Shipping	3,092.70	1,041.30
	$15,327.00	$8,506.82

$15,327.00
8,506.82
$ 6,820.18 Savings per year = 45%

*Full details on request

CALL, PHONE OR WRITE:

COLUMBIA *Microgroove* TRANSCRIPTIONS

Los Angeles—8723 Alden Drive, BRadshaw 2-5411 • **New York**—799 Seventh Ave., CIrcle 5-7300 • **Chicago**—410 North Michigan Ave., WHitehall 4-6000

Trade Marks "Columbia," "Masterworks," ◉, Ⓡ Reg. U.S. Pat. Off. Marcas Registradas

XUM

SPORTS PROMOTION

Joint Drive Planned

ORGANIZED efforts to increase radio and TV sports coverage next year were started last week by NARTB and Radio-Television Mfrs. Assn., enlarging on campaigns carried on during the current baseball season and the upcoming fall-winter period.

NARTB last Thursday named a joint radio-TV committee to develop plans for cooperation with major and minor baseball leagues with the twofold goal of getting more programming and stimulating attendance at the ball parks.

RTMA called on all set manufacturers to cooperate with sponsors and promoters of sports and to bring dealer-distributor groups into the promotional picture.

Heading the radio section of NARTB's baseball committee is Merrill Lindsay, WSOY Decatur, Ill., with James C. Hanrahan, WEWS (TV) Cleveland as chairman of the TV section. Appointments were announced by NARTB President Harold E. Fellows. He named Robert K. Richards, public affairs director, as NARTB headquarters liaison with the joint committee.

On the radio committee with Mr. Lindsay are R. Sanford Guyer, WBTM Danville, Va.; William B. McGrath, WHDH Boston; Hugh Boice, WEMP Milwaukee; Harry McTigue, WINN Louisville, and Paul Jonas, MBS. TV committee members, besides Mr. Hanrahan, are Clair R. McCollough, WGAL-TV Lancaster, Pa.; Otto Brandt, KING-TV Seattle; Lee Wailes, Fort Industry Co., Leslie C. Johnson, WHBF-TV Rock Island, Ill., and Carleton Smith, NBC.

To Meet Wednesday

The committee will meet Wednesday at the Drake Hotel, Chicago, to draw up organizational plans and decide what procedure to follow in talking to officials of organized baseball groups.

Representing professional clubs at the meeting will be Will Harridge, American League; Ford Frick, National League, and George M. Trautman, National Assn. of Professional Baseball Leagues (minors). Attending for NARTB headquarters will be Messrs. Fellows and Richards; C. E. Arney, Jr., secretary-treasurer; Thad Brown, TV director; Vincent Wasilewski, attorney. Justin Miller, chairman of the board, will be unable to attend because of participation in American Bar Assn. meetings in New York.

NARTB and RTMA developed promotional projects earlier in the year to stimulate attendance at sports events, answering the claim of promoters that play-by-play was hurting the gate. The minor leagues retained Matty Brescia, Memphis public relations specialist, to prepare promotional material for use by broadcasters during the 1951 season.

In a letter to all set manufacturers, RTMA's Sports Broadcasting Committee noted all association members will benefit by having some college grid games on TV this year instead of none, as originally planned by National Collegiate Athletic Assn.

By cooperating in 1951 "we may have more games on TV in 1952," the RTMA letter stated. It was signed by J. B. Elliott, RCA-Victor, chairman of the committee, and other members. The letter suggested sponsors of other sports, such as Gillette and Pabst, deserve recognition and cooperation.

Members Get Manual

RTMA sent its members a manual of ideas for cooperation with professional and collegiate athletic officials. After reminding that no copy should urge people to stay at home instead of attending spectator sports, RTMA suggested national advertising copy and promotional material should include a message boosting attendance. Set makers were advised to call on local distributors to organize a television or industry committee in each major market.

These committees are to work with broadcasters and athletic officials to encourage interest of new fans and attendance at events.

List of 22 promotional suggestions shows how the broadcast-factory-distribution industries can work in harmony.

"If each manufacturer will urge his distributors and every dealer to cooperate in regard to the above, we may have more television in 1952," the manual concludes. "If you help, we may have more baseball with other sports available in 1952 than up to now. If present stations have little time available, new stations will readily schedule sports because of the ready audience they assure."

RTMA Analysis

Analysis of the autumn sports broadcasting picture was made by the RTMA committee. In looking over the general program plans of the four TV networks it found that "practically all desirable time has already been sold to sponsors. Last year production costs of network shows and exclusive of time charges were over a million-and-a-half dollars per week. This year the cost will be nearer $3 million worth of entertainment to be seen weekly in American homes."

Dealers, manufacturers and distributors are told how they can cash in on such events as the World Series, NCAA football games, other college games, pro contests and finally the Rose Bowl pickup Jan. 1.

DIRECTING NARTB'S FM Dept. starting Oct. 1 will be John H. Smith Jr., formerly advertising-promotion manager, Bureau of National Affairs [BROADCASTING • TELECASTING, **Sept. 10]. He will tackle problem of getting more FM sets from factory production lines.**

TV WRITERS

NLRB Seeks to Settle RWG-TWG Dispute

A FIELD examiner of the NLRB regional board in New York held his first meeting Thursday afternoon to determine whether there are objections to settling—by election—jurisdiction over television authors east of the Rocky mountains. Dispute is between the Radio Writers Guild and Television Writers Group, both sub-units of the Authors League of America.

Although no official word was released, it was assumed there were enough things to discuss to warrant further conferences within the next two weeks between the NLRB, the RWG—which had petitioned for the election—and any objecting parties. ALA reportedly was ready to challenge all bargaining rights of RWG in order to invalidate its claim as television representative. Such a stand would in effect, deny all contracts that the guild has made for radio writers as well.

Hearings Planned

Ultimate result of the conferences will be the holding of a hearing on the subject, after which an election period (poll will be conducted through the mails) can be designated and the vote taken. Only possibility for cancellation of the hearing and subsequent election are RWG's dropping its petition, which it can do until the day of the vote, or withdrawal of TWG from the dispute. Neither possibility appeared strong last week.

Settling the jurisdictional fracas is necessary before negotiations between ALA and network representatives—broken off last summer—can be resumed.

Representation of TV writers west of the Rockies had previously been ceded to the powerful Screen Writers Guild by ALA. Thus, the winner of jurisdiction over TV writers in the East still will have to resolve national rule with SWG in the West, a problem expected to come into full focus with opening of transcontinental telecasts Sept. 28.

Meanwhile, RWG sent its own letter to members last week in answer to the recent communication mailed by ALA charging the guild with unilateral, illegal action in petitioning for the election [BROADCASTING • TELECASTING, Aug. 27]. The guild answer stated the petition was inaugurated only to allow the writers, whose work was to be covered by contract with TV networks, to choose their own bargaining representatives.

FM PROMOTION

Tuesday Meeting to Study

PROJECTED study of selected markets to determine FM's achievements as well as the medium's potentialities will be reviewed Tuesday at a meeting of the Advertising Committee of Radio-Television Mfrs. Assn. to be held at the Hotel Roosevelt, New York.

Ben Strouse, WWDC-FM Washington, chairman of NARTB's FM Committee and an NARTB board member for FM, will take part in the meeting along with John H. Smith Jr., FM Dept. director-elect. Lee Pettit, General Electric Co., is chairman of th RTMA Advertising Committee.

The FM plan was first submitted to broadcasters at a meeting held Aug. 22 at Roanoke, Va., prior to the NARTB District 4 meeting. At that time Harold E. Fellows, NARTB president, explained need for a plan that would bring cooperation of manufacturers in promotion of FM broadcasting and set sales.

RTMA is expected to set up an advertising subcommittee to work with NARTB in the project.

TRANSCRIPTIONS

New Phila. Firm Formed

FORMATION of Fidelity Productions, organized for the production and sale of transcribed radio programs, was announced last week by Wil Roberts Adv. Agency, Philadelphia.

Headed by Richard Levy, the new firm will have offices at 1744 Fidelity-Philadelphia Trust Bldg. Available immediately is a radio series of half-hour transcribed programs, *Court Is in Session*. Thirteen trials covering a variety of legal subjects is offered. Public service aspect of the series has been commended by judges, public officials and school authorities, Mr. Levy said.

Coy for UHF

(Continued from page 25)

and full-fledged productions scheduled.

"Thus small beginning in many places can produce a truly nationwide television—and television will be a tremendous influence in all parts of our country from coast to coast and border to border."

The color television fight came up, but only in good-natured form, in an exchange between FCC's Chairman Coy and RCA's President Folsom. When Mr. Coy chided him about RCA's disagreeing with FCC approval of the noncompatible CBS system, Mr. Folsom laughed:

"I've got a sneaking feeling right down at the bottom of my heart that Wayne's becoming compatible . . . you've got to be compatible—that's a good slogan for 1952."

More seriously, and on another subject, Mr. Coy said he thought FCC felt more strongly about preservation of competition than some members of industry feel. He cited NARTB Counsel Justin Miller as having argued that existing stations should have a right to protest against new station grants.

'Lot of Competition'

Three thousand television stations, he continued, will provide "a lot of competition"—not only among themselves but with radio, motion pictures, magazines, and other mass communication media. He assured his listeners the Commission will be "very vigilant" about any efforts to monopolize media.

The freeze on new TV stations, he observed, has been beneficial in at least one respect—the limitation on the number of TV markets impelled manufacturers to build more sensitive receivers in order to reach more potential customers.

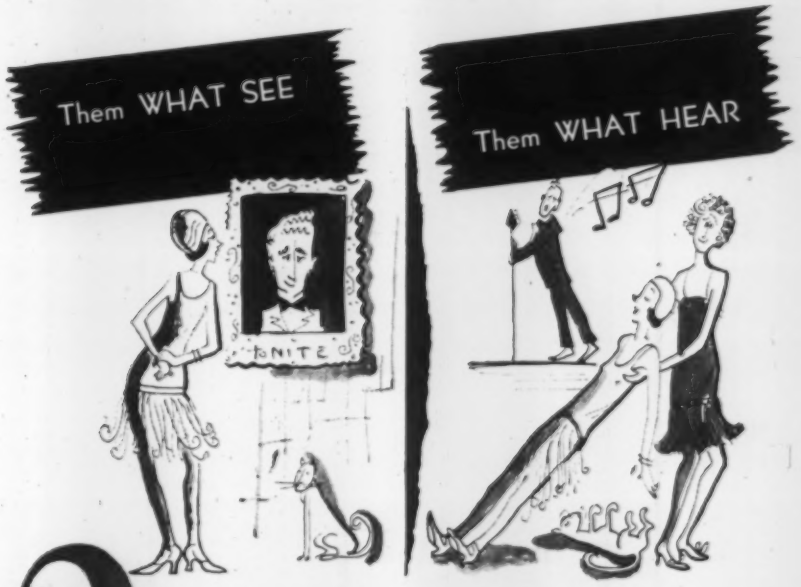
The Bridgeport seminar, held Wednesday, was part of a five-day television clinic conducted by the RCA Engineering Dept. Other sessions were at Camden.

W. W. Watts, vice president and general manager of the RCA Engineering Products Dept., presided at the lunch and T. A. Smith, assistant general manager of the department, at the technical discussions and demonstrations afterward. The session included a tour of the Bridgeport UHF station, conducted by Raymond F. Guy of NBC, and technical discussions by P. J. Herbst, J. E. Young, and C. M. Sinnett of the RCA Victor Division. Afterward the guests attended a demonstration of RCA color TV in New York.

AIMS Fall Meet

FALL meeting of the Assn. of Independent Metropolitan Stations will be held in St. Paul, Minn., Oct. 19-21. Frank Devaney, vice president and general manager of WMIN St. Paul, will be host.

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET



2 Markets

THE 'BIRTH OF THE SWOON' PROVES THIS . . . Yes, even in the tempestuous Twenties there were 'Them WHAT HEARD' and 'Them WHAT SAW' and we suspected even then that the listeners were in the majority . . . NOW WE KNOW THEY ARE!
In a recent, thorough investigation, Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% get their information exclusively by listening to the RADIO.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT! Clip this coupon and receive the "Proof of Putting"

The XL Stations
315 W. Sprague.
Spokane 4, Washington
Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST"
Name.....
Business Address.....
.....
City..... State.....

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

OFF for "Day at the Races" at Saratoga, N. Y., track with WPTR Albany are New York ad executives. Group includes (l to r) Howard W. Maschmeier, Glen Walrath and George Miller, WPTR; Joe Weed, president, Weed & Co.; Morgan Ryan, vice president-general manager WPTR; William Schnaudt, WPTR local sales manager; Pat Harknett, J. M. Mathes Inc.; Helen Wilber, Doherty, Clifford & Shenfield; Frank Kemp, Compton Adv.; Dan Potter, Benton & Bowles; Marty Hanson, Compton Adv.; W. R. David, WPTR vice president and national sales manager; Frank Silvernail, BBDO; Charlie Wiegert, Benton & Bowles; Dick Bean, Pedlar & Ryan; Jim Luce, J. Walter Thompson Co., Jerry Lyons, Weed & Co. (see early story, page 67).

'HOOPERATING'

City-by-City Report Starts in October

C. E. HOOPER Inc. revealed Wednesday the format of a new TV-home Hooperating service, already subscribed for by ABC.

To be inaugurated in October, the new service will give monthly ratings in the six cities which contain approximately 50% of the nation's total TV sets. These are New York, Los Angeles, Chicago, Detroit, Philadelphia and Boston.

Multi-station cities, which account for about 71% of the nation's TV sets, will be rated six times a year. These cities are Cleveland, Baltimore, Washington, Minneapolis-St. Paul, Cincinnati, San Francisco-Oakland, Columbus, Dayton, Syracuse, Atlanta, Omaha, Salt Lake City and San Antonio.

Single-station markets in Houston, Oklahoma City and Providence also will be listed, starting next month, on a minimum basis of three reports annually.

The service costs subscribers $300 per month. It is based on C. E. Hooper's belief "the industry has gone local." It is published on a single sheet with cities listed in order of their TV importance on the horizontal scale, and individual programs in alphabetical order on the vertical scale. Ratings are listed where the columns converge and are italicized when the program was aired other than by direct broadcast. An absence of rating indicates the program was not telecast in the specified area.

"All of us were brought up on the idea that there is a certain uniformity of coverage. In television, that is not so," Mr. Hooper said, explaining the local basis for his new survey.

"The rating and coverage are both shown at a single glance. The advertiser, who can expect different performances in each city where his show is aired, can thus make a direct comparison between the audience in one city and that in another."

The local basis of his index is more important than a network average, which obscures these differences, Mr. Hooper maintained. Instructions will be submitted to subscribers, however, explaining how they can compile their own national reports if they choose.

★

"The real contribution," Mr. Hooper pointed out, "will be the story—at a glance—on coverage, especially important to new sponsors with new shows who have time-clearance problems in single-station communities."

The new rating service is offered as a solution to the disparity between extant services, Mr. Hooper said. He cited Pulse Inc. and the Nielsen Reports. Mr. Hooper sold his national rating service two years ago to the latter firm.

He said legal justification for his new move in the survey field after his no-participation contract with the Nielsen organization is based on the fact his new releases will be tabulated on a local, not a national basis.

The two-state, 12-city service recently issued by the Hooper company has been postponed indefinitely.

Sale of the new service to the ABC network includes subscription by each of the ABC owned-and-operated stations in New York, Chicago, Los Angeles, Detroit and San Francisco. Other station subscribers reported are WOW-TV Omaha, WSYR-TV Syracuse, WNBQ Chicago, WBAP-TV Dallas, WKY-TV Oklahoma City, KPRC-TV Houston and WJAR-TV Providence.

Reports on remaining TV markets will be inaugurated as additional advertiser-agency subscriptions—above the 30 now obtained—are signed by the Hooper firm.

Bowles to India

NOMINATION of Chester B. Bowles, former advertising executive and ex-Governor of Connecticut, as U. S. ambassador to India and the Kingdom of Nepal was sent to the Senate early last week. He succeeds Loy W. Henderson, named ambassador to Iran. Mr. Bowles served as Connecticut governor from 1948 to 1950. He started Benton & Bowles, along with Sen. William Benton (D-Conn.) in 1929 and served from 1936 to 1941 as chairman of the board of the advertising agency.

Hardman to Retire

ANSON F. HARDMAN, general advertising manager of the Ohio Bell Telephone Co., Cleveland, for 27 years and the guiding hand behind *The Ohio Story*, the company's radio program, relinquishes his connection with the company after Oct. 1 in conformity with the Bell System retirement plan. The Ohio Bell company began to use radio under Mr. Hardman's direction and aired several types of programs before the nationally acclaimed *Ohio Story*. The thrice-weekly program, which has won numerous advertising awards and citations, began in January 1947. Mr. Hardman plans to open an office in Cleveland as a consultant in advertising and public relations field effective Oct. 1.

Mr. Hardman

MISSED FCC

But by Own Choice

FRED IRVIN COX, 81, guest panelist on ABC-TV's Sept. 25 *Life Begins at Eighty*, Tuesday, 9:30-10 p.m., injected a note of ironic humor into last Tuesday's program when the m. c. asked him the question: "What was the biggest mistake of your life?"

Mr. Cox, a retired government official of more than 35 years standing, replied that during Calvin Coolidge's administration he was asked by the President to head the infant Federal Radio Commission, predecessor of the FCC. Mr. Cox refused the appointment—only to find himself on television some 25 years later.

Up until the time of his retirement, Mr. Cox was commissioner of the Interstate Commerce Commission.

RATE CUTS HIT

District 8 Voices Opposition

BROADCASTERS have been sold out by the networks, whose panicky rate reductions were prompted by the Assn. of National Advertiser's manipulation of audience data, delegates were told Thursday at the opening of the two-day NARTB District 8 meeting. Sessions were held at the Book-Cadillac Hotel, Detroit, with over 60 delegates registered.

John E. Fetzer, WKZO-AM-TV Kalamazoo, sounded the keynote for the criticism of network tactics.

He said: "Leadership in the radio field has passed from the networks to the independent owners and operators who are the real professional men in the industry."

Others maintained that the recent panic among New York radio executives had been completely contradicted by AM strength throughout the country. "They all talk like crazy men in New York," one delegate said, asking to be anonymous.

Meetings were opened by Richard M. Fairbanks, WIBC Indianapolis, District 8 director. He introduced NARTB President Harold Fellows, who said radio is an ascending, not a descending industry, backing up the statements with a comparison of the number of stations and station income in 1941 and 1951.

"Being a station operator is a soul-satisfying job and relatively profitable business," he said. "If handled properly it builds stature in a community as no other business can."

He urged broadcasters to take advantage of the "sell radio" transcriptions to be made available Jan. 1 and told how stations can save money by taking out tower insurance through NARTB.

Other Thursday speakers included Ralph W. Hardy, NARTB government relations director, who described the headquarters operation, and Roy Harlow, BMI.

The Friday agenda included a management workshop under Richard P. Doherty, NARTB employee-employer relations director, and the Broadcast Advertising Bureau sales clinic in charge of BAB President William B. Ryan.

KVER

MUTUAL ALBUQUERQUE

APPOINTS *Avery Knodel*, INC.

AS NATIONAL SALES REPRESENTATIVE WITH OFFICES IN

NEW YORK • CHICAGO • SAN FRANCISCO

LOS ANGELES • DALLAS • ATLANTA

Albuquerque, fastest growing major metropolitan market in the United States.

Your best buy in this fastest growing market is

KVER
MUTUAL

WM. T. KEMP, PRES.
KEN PALMER, GEN. MGR.
KEITH TYE, STATION MGR.
TED NELSON, ASSISTANT MANAGER

KVER BUILDING • 317 NORTH BROADWAY • ALBUQUERQUE, NEW MEXICO

Effective October 1, 1951

KVER

Mutual - Albuquerque

becomes an affiliate of

THE INTERMOUNTAIN NETWORK

NATIONAL SALES MANAGER
LYNN MEYER • 146 S. MAIN STREET
SALT LAKE CITY, UTAH

SELL RADIO DRIVE

Detroit Opens 2d Phase

SECOND phase of Detroit stations' all-out campaign to fully awaken the public and advertisers to radio's value opened last Saturday.

The latest part of what was described by its sponsors as "a million dollar campaign" to sell radio involves newspaper advertisements and streetcar placards plugging the slogan, "Wherever You Go, There's Radio."

Initial phase opened last month [BROADCASTING • TELECASTING, Aug. 13] with radio audiences being peppered with the slogan.

This program, and a similar one in Tulsa, are taking the lead for industry-wide promotion of radio as a mass sales medium which William B. Ryan, president, BAB, said that his organization was preparing, [BROADCASTING • TELECASTING, Aug. 20].

Newspaper segment of the campaign just opened will continue 13 weeks. Radio phase is to run through November.

Back of the drive are members of the United Detroit Radio Committee, composed of officials of the Motor City's radio stations.

The committee stated that, "aware of the aggressive promotion efforts made by other media, Detroit broadcasters have allocated radio time and funds for newspaper advertising and streetcar cards from August through November, that will total one million dollars."

WHEREVER YOU GO ..THERE'S RADIO!
ENJOY IT NOW!
WHEREVER YOU GO ..THERE'S RADIO!
ENJOY IT NOW!
WHEREVER YOU GO ..THERE'S RADIO!
ENJOY IT NOW!

Several of the ads being used to stress radio's impact.

* * *

In the slogan, "Wherever You Go, There's Radio," the committee feels that Detroit has a two-edged sales sword. The double cutting edge not only will alert the public to the easy accessibility and enjoyment of radio but will stress to sponsors and ad agencies the great potentialities of radio audiences.

Delegated to represent each station on commercials in Detroit are: George Millar, WKMH; Hal Neal, WXYZ; Wendell Parmelee, WWJ, and Jim Quello, WJR.

Mr. Neal is committee chairman. Art Gloster, CKLW Windsor, Ontario, Canada, who originated the slogan, is serving as vice chairman in charge of advertising. Advertising will be placed through the C. R. Stout Adv. Agency, Detroit.

Featuring the newspaper and streetcar segments is a series of ads of a cartoon nature depicting a central character enjoying radio on picnics, in the backyard, at home, in the automobile, etc.

Typical of the proposed spot radio copy popularizing the slogan is this one:

(After 10 seconds dead air) Your radio was silent for 10 seconds! Did you miss it? . . . that's proof again that radio is a part in your American way of life. Through your radio, (station) is able to bring you the finest in entertainment, latest news every hour, and friendly companionship.

Radio keeps you company at home, while you work and even while you drive. (Station) is proud to serve you . . . with radio . . . your best companion! Remember . . . 'Wherever You Go—There's Radio.'

KIBE Repeat

SECOND plane crash in a month was covered from the tragedy scene last week by KIBE Palo Alto, Calif. Acme Glass Co., Palo Alto, a KIBE sponsor, loaned the station its emergency radio truck to cover wreck of a Boeing Stratoliner in Redwood City harbor. Four direct broadcasts were made from the scene. Several weeks ago KIBE made two broadcasts from the scene of a United Mainliner crash outside Oakland. Chief Engineer Paul Farrelle walked seven miles to the wreckage site and used a telephone company truck to feed his eyewitness account.

CONSTRUCTION

NPA Sets Deadline

THE GOVERNMENT has set a Sept. 20 deadline on applications for advance allotments of controlled materials earmarked for construction projects to commence during the first quarter of 1952.

The National Production Authority also notified unsuccessful applicants for fourth-quarter allotments they may re-apply by filing CMP-4C applications for the first three-month period of next year. Thus far, NPA has approved a goodly number of broadcasters' requests to commence construction.

"I want to make abundantly clear that the projects not approved are not being permanently denied," Manly Fleischmann, Defense Production Administrator, said in an accompanying statement.

"What we are doing is telling the applicants their projects must be deferred until a later date. We are telling all applicants to reapply for the required steel for their jobs. . ." [BROADCASTING • TELECASTING, Sept. 10, 3].

The new policy applies only to those bids for materials in excess of the specified amounts and those which do not require NPA authorization. Steel was drastically cut during the fourth quarter which begins Oct. 1.

CAPEHART PLAN

Revision Study Is Set

ADMINISTRATION request for outright repeal of the Capehart advertising-selling cost formula was beaten down last Monday by the Senate Banking & Currency Committee. At the same time the committee met in executive session and named a subcommittee to look into the possibility of revising the cost amendment.

The group, headed by Sen. A. Willis Robertson (D-Va.), was scheduled to open hearings on the controversial formula with an eye toward clarifying it. Chairman Burnet Maybank (D-S. C.) of the full committee predicted an administration-drafted substitute would be approved eventually.

The formula, sponsored by Sen. Homer Capehart (R-Ind.) and passed by the Senate in extending the Defense Production Act, would permit manufacturers to include advertising, selling and other costs accrued from June 24, 1950, to July 26, 1951, in the price of their products on the basis of their highest prices during the base period—Jan. 1, 1950, to June 25, 1950 [BROADCASTING • TELECASTING, Sept. 10, Aug. 6].

CBS OUTLOOK

Mulled by Affiliates Board

CBS RADIO's sales outlook, its program plans, and the concentration on radio resulting from Columbia's Radio-TV divorcement were among highlight topics last week as the Columbia Affiliates Advisory Board held its first regularly scheduled 1951 meeting with CBS Radio executives in New York.

Much of the Thursday-Friday meeting was devoted to a review of radio's general commercial climate, with particular attention to the effects of television for the benefit of those outside TV markets. The attitude, participants said, was one of confidence coupled with plans for energetic radio promotion and selling along with a continuing program push.

CBS Radio's billings this year, it was pointed out, are ahead of last year's. Wide interest was reported in the network's "Skelton Operation" — the offering of the *Red Skelton Show* for sponsorship on a one-time basis [BROADCASTING • TELECASTING, Sept. 10],

CBS President Frank Stanton headed the contingent of Columbia executives and gave the opening address Thursday morning.

Other speakers who briefed the CAAB members on the current situation, plans and prospects included Radio Division President Howard S. Meighan; administrative vice presidents, Louis Hausman and James Seward; Herbert V. Akerberg, vice president in charge of station relations for both the Radio and Television Divisions; John J. Karol, vice president in charge of Radio Network Sales; William B. Lodge, vice president in charge of general engineering, and Earl Gammons, vice president in charge of the CBS Washington office.

The two-day sessions also included a demonstration of the CBS color television system, with a talk by CBS Labs Division President Adrian Murphy, and a cocktail party and dinner Thursday evening.

Other speakers from the Radio Division included William A. Schudt Jr., national director of station relations; Lester Gottlieb, director of network programs; George Bristol, director of sales promotion and advertising; Edmund Chester, director of news and public affairs, and Sales Manager W. Eldon Hazard.

The Radio Division's administrative vice president, J. Kelly Smith, and station relations representatives, Edward De Gray and Edward Scovill, also attended.

Members of the CAAB—all of whom attended—are CAAB chairman I. R. Lounsberry, WRG Buffalo, representing District 2; Acting Secretary Arnold Schoen, WPRO Providence, District 1; C. T. Lucy, WRVA Richmond, District 3; Glenn Marshall, WMBR Jacksonville, District 4; Howard Summerville, WWL New Orleans, District 5; Richard Borel, WBNS Columbus, Ohio, District 6; Harry Burke, KFAB Omaha, District 7; Clyde Rembert, KRLD Dallas, District 8; Clyde Coombs, KROY Sacramento, District 9.

PORTLAND ADVERTISERS PROVE KEX *preference*

With 126 locally sponsored quarter hours per week on KEX (according to a recent study)...70% more than any other network station...Portland Advertisers prove their preference by selecting KEX as *the* station for airing their sales messages.

THERE ARE REASONS...

- ***POWER*** — Portland Advertisers know that for coverage in the BIG Pacific Northwest there's no substitute for 50,000 watts. The KEX signal is the only Portland signal heard throughout *all* of western Oregon and Washington—plus thousands of regular listeners all over the West Coast from Alaska to Mexico.

- ***PROGRAMS*** — Portland Advertisers know that KEX is the *leader* in development of outstanding local shows. *'Neath Western Skies, Kay West, Barney Keep, The Northwesterners, The Squirrel Cage, The Merrie Circle, Good Listening Club* and *Farmer Jones* are only a few of the top local programs featured by KEX. Programs that achieve sales results are a habit at KEX.

- ***PROMOTION*** — Portland Advertisers know that KEX is the station that gets action. Consistent program promotion...active cooperation with advertisers...special events (for example, 20,000 youngsters at 1951 Annual KEX Kiddies Day).

WHEN YOU *PAY* FOR PORTLAND, GET YOUR MONEY'S WORTH!
Get the PLUS value that Portland Advertisers know so well.
PLUS coverage...PLUS programming...PLUS promotion.
Contact KEX or Free and Peters now for availabilities.

KEX Oregon's *Only* 50,000 Watt Station
ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS Inc
WOWO • KEX • KYW • KDKA • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

South's Greatest Salesman Leads 'Em Right to Your Dealers

1 HE DRAWS THE CROWDS

WWL leads listeners in by droves to CBS, "The Stars' Address"—attracts 'em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans' finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.

2 HIS DISPLAYS BLAZE THE TRAIL TO PRODUCTS

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS • CLEAR CHANNEL • CBS AFFILIATE

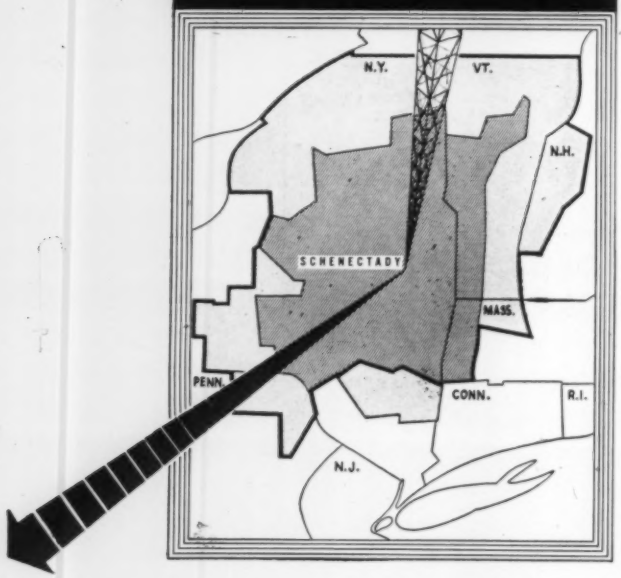
DEPARTMENT OF LOYOLA UNIVERSITY • REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

ONLY ONE STATION COVERS

WGY

The SEVENTEENTH STATE*



*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

WGY

THE CAPITAL OF THE 17TH STATE

A GENERAL ELECTRIC STATION

REPRESENTED NATIONALLY BY NBC SPOT SALES

RECRUITING ADS

$735,000 Marked For Radio-TV

MONIES for the continued use of radio, television and other advertising media as "an essential" factor in the overall success of the military's voluntary enlistment campaign won sweeping approval of the Senate last week.

The Dept. of Defense will be able to meet budget demands calling for a $735,000 radio-TV expenditure under an omnibus funds bill reported by the Senate Appropriations Committee and approved by the upper chamber. The sum covers activities for the current fiscal year, ending next June 30.

In taking this action, the Senate sustained the House, which had noted the importance of advertising in spurring enlistments under the military's proposed $3.1 million recruiting campaign [BROADCASTING • TELECASTING, Aug. 13].

Senate purse string-holders apparently were impressed with testimony which pointed out that the Defense Dept. was willing to settle for an approximate 50% decrease in overall enlistment program funds from the last fiscal period (June 1950-June 1951). Advertising media were not earmarked for cuts, however.

Free Space and Time

Col. W. G. Caldwell, deputy chief, Military Personnel Procurement Service, also explained that the Defense Dept. is receiving "approximately 10 or 20 times" the amount of paid time and space in the form of public service announcements or advertisements carried by radio-TV stations and printed media. Radio and newspapers have been particularly "cooperative" in this effort, he observed.

The $735,000 pegged for radio and television time—"mostly radio, we use very little television"—represents 35% of the ad fund, and supports the contention that the Defense Dept. generally is most generous with those media who play along on public service ventures, but also will alternate funds among less liberal media. Magazines do not make a practice of giving free space, he added, although its budget was second highest with 25% (or $525,000) [BROADCASTING • TELECASTING, Aug. 6].

A total of $2.1 million is allocated for national campaigns and the remaining $1 million for local advertising among newspapers and radio in the six corps areas.

Then Senate was not so generous with Defense Dept. informational monies, however, adding a proviso that expenses not exceed $10,950,000. The House had taken similar action.

Nor was it as liberal with expenditures for major procurement other than aircraft. Budget request for electronic and communication equipment and other materials and supplies was pared from $1.75 billion to an even $1 billion for the current year, though an additional $800 million may be expended during the next fiscal year, June 30, 1953.

Nearly $400 million of this sum is earmarked for the Air Force's electronics modernization program, and another $30 million-plus for purchase of radio, radar and related equipment. Sum of $4 million was set aside for Navy electronics procurement, bringing the electronics total to roughly $450 millions.

CBS ADDS WARK

Station To Be 200th Link

WARK Hagerstown, Md., 250 w on 1490 kc, becomes the 200th affiliate of CBS on Oct. 1 [CLOSED CIRCUIT, Sept. 10].

The new CBS link is owned by United Broadcasting Co., and, according to the station, serves 57,000 radio families in Maryland, Pennsylvania and West Virginia with a combined buying power of $225 million.

A gigantic celebration is planned by WARK on Oct. 1, featuring federal and state authorities, ad agencies and CBS representatives. Since its beginning, WARK has been an ABC affiliate.

CBS PUBLICITY

'Picture-News' Circulated

SOME 50,000 copies of *Picture-News* have been issued for Sept. to 70 member stations by CBS Radio Division. Subscriber stations, using it as a merchandising service, will distribute it in turn to grocers and druggists handling products advertised by radio.

In a new digest-sized format, *Picture-News* contains 16 pages and many illustrations. Some 40 radio programs are covered, with double truck spreads on performers—such as Arthur Godfrey—who effect increased sales of soap, food, and cigarettes. A center spread headlines radio as "Television's Big Brother," and states that network radio "is still the only medium that combines all advertising essentials: nationwide coverage, thumping impact, and minimum cost."

Magazine is produced by CBS Radio's program promotion and trade department, under the supervision of Charles Oppenheim.

TOTEM pole carved by Indians on Queen Charlotte Island, brass conquistador's helmet from Philippines, native spear from African Congo, and tomahawk pipe from North America were used by WOR New York in window display to promote idea that "All the News of All the World Is on WOR."

CONSIDER THE COVERAGE

COMPARE THE COST

WNAX vs NEWSPAPERS

WNAX

(coverage)

WNAX weekly audience, as measured by BMB Study #2: 405,210 families—with 80% listening 3-7 times each week

405,210

NEWSPAPERS

(Circulation)

Publishers' figures major dailies published in Big Aggie Land

Paper	A	83,625*
"	B	52,402
"	C	20,660
"	D	16,342
"	E	10,490
"	F	10.070
"	G	6,120

Total 199,709

COST PER THOUSAND:

(½ hour time change)

One Class D half-hour on WNAX carries a one-time rate of $84.00

$0.207

(full-page black & white)

The combined page rate for the 7 major daily newspapers in Big Aggie Land is $2,058

$10.30

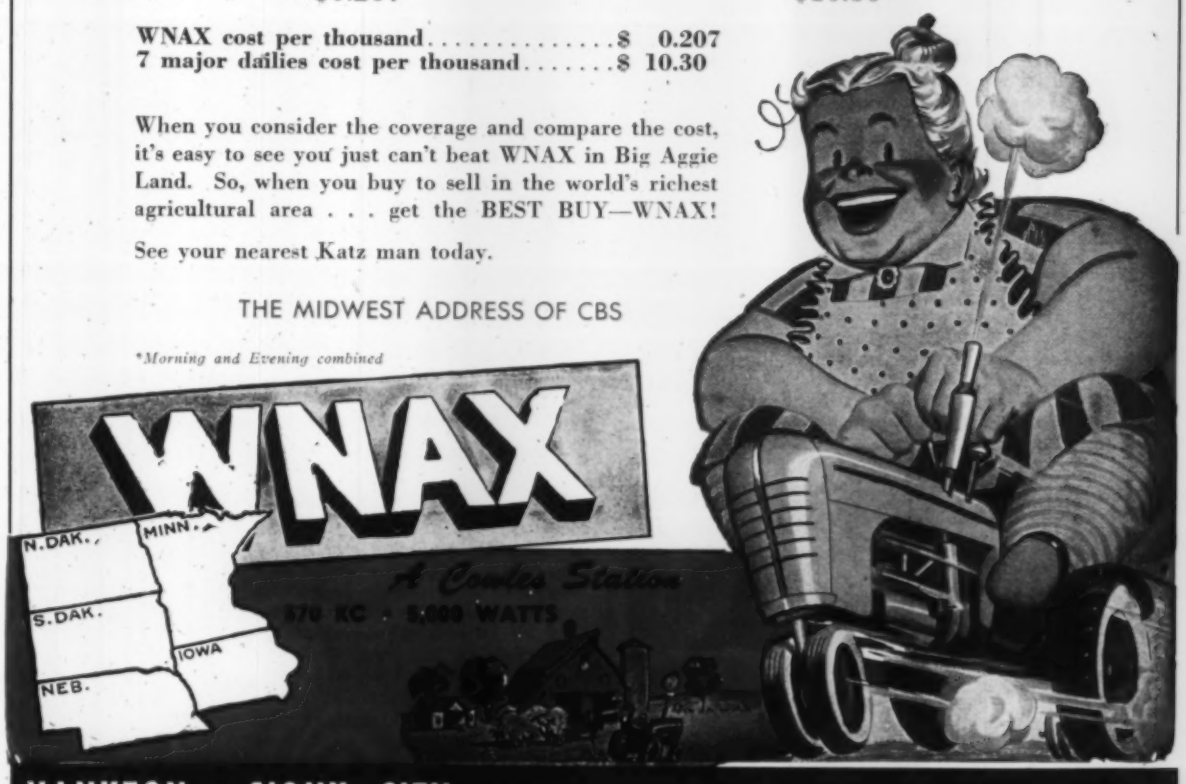
WNAX cost per thousand.....$ 0.207
7 major dailies cost per thousand.....$ 10.30

When you consider the coverage and compare the cost, it's easy to see you just can't beat WNAX in Big Aggie Land. So, when you buy to sell in the world's richest agricultural area . . . get the BEST BUY—WNAX!

See your nearest Katz man today.

THE MIDWEST ADDRESS OF CBS

Morning and Evening combined



YANKTON – SIOUX CITY AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

DELEGATE GROUP at NARTB Syracuse meeting greeted Director William A. Fay, WHAM Rochester. Bottom row (l to r): Michael R. Hanna, WHCU Ithaca; Charles Phillips, WFBL Syracuse; Mr. Fay; E. R. Vadeboncoeur, WSYR Syracuse; Cecil Mastin, WNBF Binghamton. Top row: Elliott Stewart, WIBX Utica; Paul Adanti, WHEN Syracuse; Ed Codel, The Katz Agency; Frank Kelly, WBEN Buffalo; Carl Mattison, WWSC Glens Falls; W. W. Carter Jr., WTRY Troy. (Also see other picture, page 66.)

* * *

NARTB DIST. 2 *Hits Economic, Freedom Threats*

BROADCASTERS in NARTB District 2 (N.Y., N. J.), meeting at Syracuse last week, pledged themselves to fight efforts to destroy the medium's programming freedom along with attacks against its economic stability.

They protested violently, as had District 4 at Roanoke, Va., three weeks ago, against the censorship legislation sponsored by Sen. William Benton (D-Conn.).

They were just as bitter in resenting extension of network activities into the spot field.

Action against the Benton bill followed that at Roanoke, with emphasis on the proposed National Citizens Advisory Board on Radio & Television, citing Constitutional provisions against abridging free speech and the anti-censorship clause of the Communications Act of 1934.

The anti-network resolution mentioned "wholesale and unwarranted attacks" designed to destroy radio's economic stability and effectiveness. After reminding that costs of all radio services are increasing and rates of competing media are rising, the resolution pledged members "to resist any action, whether it be rate reduction, extension of network commercial activities in the field of national spot advertising, or the encroachment by networks upon local station time."

Other resolutions commended the FM Test Markets Plan of NARTB and Radio-Television Mfrs. Assn.; lauded President Harold E. Fellows and Chairman of the Board Justin Miller as well as the NARTB staff for "fine work"; praised William Fay, WHAM Rochester, District 2 director, for convention arrangements; endorsed Broadcast Advertising Bureau work under President William B. Ryan and called for cooperation in formation of local station groups to promote radio as an advertising and public service medium.

Scores Defense Procedures

District 2 brought into the open the failure of state and federal officials "to establish a unified, workable procedure" for radio and TV participation in the civil defense program and called for action to clear up the confusion.

Director Fay presided at the Monday-Tuesday meeting, held at the Hotel Syracuse. President Fellows took part along with Richard P. Doherty, Ralph W. Hardy and Jack Hardesty, of the NARTB staff. Representing BAB were Mr. Ryan and Lee Hart.

Upstate New York broadcasters reported business is good. They heard tips on how to get business from William B. Ryan, Broadcast Advertising Bureau president, and Lee Hart, of the BAB Chicago office. Richard P. Doherty, NARTB employe-employer relations director, spoke on "Basic Yardsticks for Sound Management."

Call for a code of sales ethics was sounded during an open panel discussion led by Frank Kelly, WBEN Buffalo. "Rate cutting will drag a radio station down into the red and hurt not only itself but the other stations around it," he said. "A large number of stations go in for under-the-table rate cuts, package deals and kick-backs disguised as 'merchandising.'

"One substantial station offered a hodgepodge of merchandising climaxed by 10 free promotional announcements a day. The station did not get the business. It talked itself out of the job by offering so much for so little that the agency was convinced it must be a bad buy.

"The buyers don't want that kind of radio business. If they are agencies they are concerned with keeping their accounts and adding new ones. If they are advertisers they are concerned with getting raw materials, sales and taxes. And they all have telephones that bedevil them all day long. They are busy men. When they buy radio they want to buy it and get it over with, instead of walking away with the sick feeling that the next buyer may get a better deal just because he has a nastier disposition.

"And there is every reason to think that things are going to get worse before they level off. Right now we have the networks setting up deals to attract business which has come to us through spot and we are being remunerated with a network dollar instead of a spot dollar, and whether you are affiliated with a network or not, every network deal to pick up a spot dollar is going to hurt your income.

"Let's try to make one contribution to our own welfare and that of the industry by recognizing the nature of our trouble and facing the facts as they are in deciding what we can do to help ourselves. Let's draw on our innermost resources and commit ourselves to condemn and to quit the bad practices and bad thinking which, unless they are stopped, will destroy the business upon which we have built our lives."

Cecil Mastin, WNBF Binghamton, said, "Radio must get out and sell. We have been taking it easy for too many years and we have been building bigger and better transoms. Radio must get over its inferiority complex."

Ed Codel of The Katz Agency commented on the agency's campaign to encourage advertisers to use spot television.

Michael R. Hanna, WHCU Ithaca, described the mechanics of Rural Radio Network. Some 18 months ago when he took over RRN, he said, it was losing $45,000 a month. Now it is close to the break-even point, he stated. He said the philosophy of programming to raise the tune-in and provide new radio service rather than duplicating present program is increasing the impact of all radio.

Small Market Meeting

A small markets meeting was held under the chairmanship of George Bissell, WEAV Plattsburgh. Means of getting more national business for small stations were discussed.

Maj. Gen. Floyd R. Parks, Army information chief, addressed the group during a civil defense session. President Fellows discussed radio's role in the national scene. Ralph W. Hardy, director of government relations, described mechanics of the NARTB organization.

F. Robert Green, WGR Buffalo, gave a capsule success story on a storm window account during the BAB session. Ken Leslie, WCTC New Brunswick, explained how the Sears Roebuck account was sold. Charles Phillips, WFBL Syracuse, was chairman of the BAB panel, with Phil Cameron, WENY Elmira, taking part.

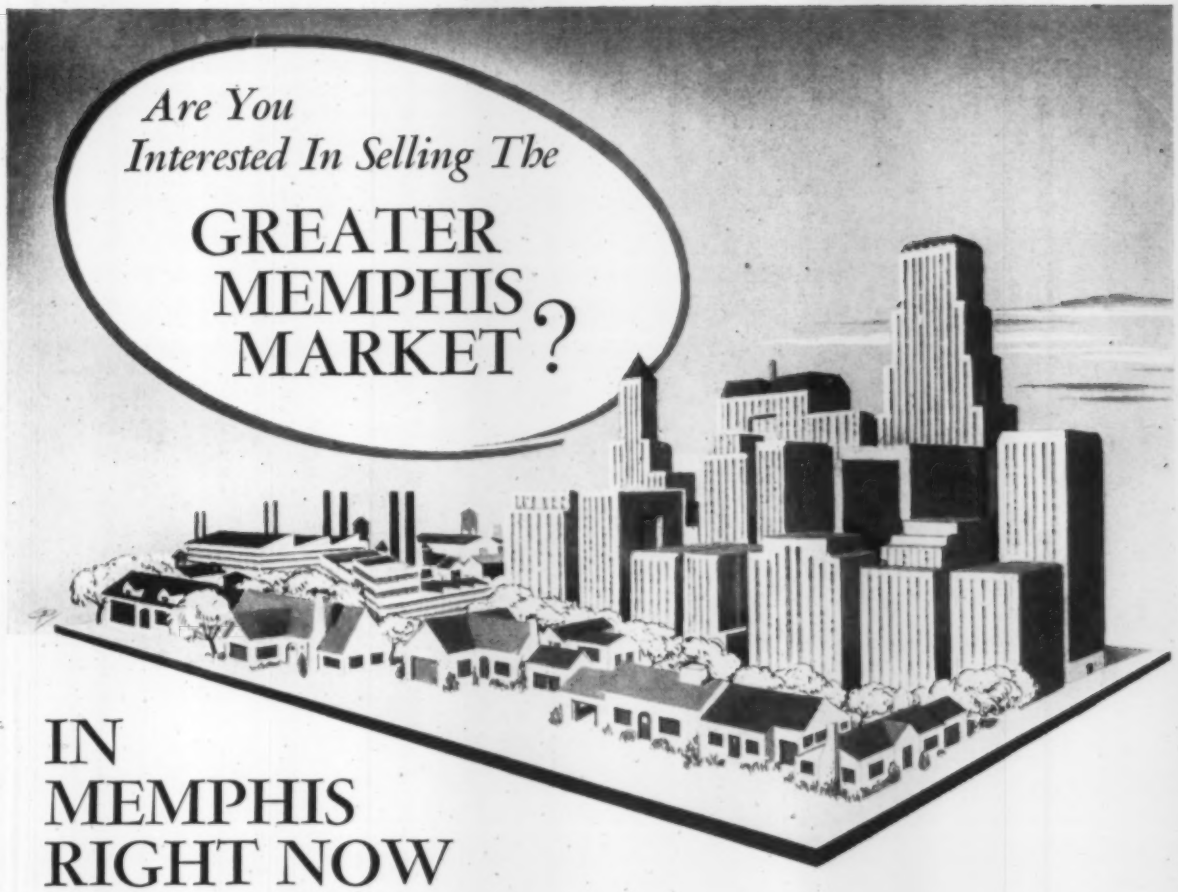
Chairman of a TV workshop was William V. Rothrum, WSYR-TV Syracuse. The panel included A. G. Zink, WRGB (TV) Schenectady; Robert Reuschle, manager of radio-TV buying department, McCann-Erickson, New York, and Michael Fusco, WKTV (TV) Utica.

Mr. Reuschle told District 2 delegates he doesn't "believe the prophets who say TV will kill radio." Rate adjustments must be made as time goes on, he said, and programming changes will be required.

"But to my knowledge," he added, "the advent of a new medium has

(Continued on page 66)

A NEW TIME FOR
FEATURE FOODS
(SEE FRONT COVER)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance



IN MEMPHIS RIGHT NOW

WREC

is a better buy than ever before in its history. The advertiser gets more in coverage. More in prestige.

According to Dun & Bradstreet, Memphis is one of the 20 fastest growing cities in the nation today.

Capitol of the rich 76 county Memphis Market, largest market area in the South, the key to a 2 billion dollar retail buying potential, and 13th in the nation in wholesale volume of trade. WREC is the No. 1 station in this area. It is the Right Medium for Right Results.

WREC Rate, in Cost Per Thousand Listeners, has gone down 10.1% compared with 1946.

RADIO FAMILIES	1946	1949
RADIO HOMES COVERED	404,560	448,890
BASIC HOUR RATE	$250.00	$250.00
COST PER 1000 HOMES	.61	.55

Figures Quoted Based on Latest Available BMB Measurements

WREC HOOPER RATINGS AVERAGE HIGHER
THAN ANY OTHER MEMPHIS STATION

SURVEYS SHOW

RADIO REACHES FURTHER • RADIO COSTS LESS
RADIO DELIVERS MORE *than Ever Before*

Affiliated with CBS–
600 K.C. 5000 WATTS.

WREC MEMPHIS NO. 1 STATION

Represented by
THE KATZ AGENCY, INC

stations love timebuyers

timebuyers love listeners

listeners love music...

and Capitol's Custom Library offers wonderful music...by type (you choose it) or fancy wrapped, pre-packaged in outstanding Library Program features... as many as twelve (one dozen) ready-to-sell musical shows in your basic Capitol Custom Library (½ hour to across the board ¼ hours)...for a per show per week cost as low as $1.04! Including all music, production aids (themes, voice tracks, theme fills, etc.), scripts...for simplified, top notch production; sponsor program presentation sheets, audition disks, promotion material...for your commercial success. That's why you'll love

Capitol
BROADCAST DIVISION

Custom Library Service

CLIP AND MAIL THIS COUPON NOW!

Capitol Records - Broadcast Division
Sunset at Vine, Hollywood 28, California

Send full information on Capitol's Custom Library Service, Program Features, and Bonus Extras today!

STATION ADDRESS

CITY STATE

BY TITLE

XUM

MBS AFFILIATES

Form Advisory Group

PERMANENT Mutual Affiliates Advisory Committee, with two representatives from each of seven nation-wide broadcasting districts, has been elected by MBS affiliates, Earl M. Johnson, vice president in charge of station relations, announced Tuesday.

Initial steps to form a permanent MAAC were taken by Mutual last June in order to develop stronger network-affiliate relations and assure the continued growth of AM brodcasting. A temporary committee of 14 members was formed at that time to serve as a nominating group for the permanent body. Final MAAC membership was elected by Mutual affiliates.

The two representatives from each district to the permanent committee were elected on a market basis: One from each area serves a metropolitan center and the other represents a non-metropolitan market.

The newly organized committee will hold its first meeting at the Hotel Ambassador, New York, today and tomorrow (Monday and Tuesday). Agenda calls for the election of a chairman and discussion of such network-affiliate business as spot advertising, rate adjustments and fall programming.

Districts and their representatives for the Mutual Affiliates Advisery Committee are:

DISTRICT I—States of New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia and District of Columbia: Metropolitan Markets—James Murray, KQV Pittsburgh; Non-metropolitan Markets—Victor Diehm, WAZL Hazleton, Pa.

DISTRICT II—States of Virginia, North Carolina, South Carolina, Georgia and Florida: Metropolitan Markets—Fred Fletcher, WRAL Raleigh; Non-metropolitan Markets—Jack Younts, WEEB Southern Pines, N. C.

DISTRICT III—States of Indiana, Illinois, Missouri, Kentucky, Michigan (except upper peninsula) and Ohio: Metropolitan Markets—J. Porter Smith, WGRC Louisville; Non-metropolitan Markets—Hugh O. Potter, WOMI Owensboro, Ky.

DISTRICT IV—States of Arkansas, Louisiana, Mississippi, Tennessee and Alabama: Metropolitan Markets—John Cleghorn, WHBQ Memphis; Non-metropolitan Markets—Bob McRaney, WCBI Columbus, Miss.

DISTRICT V—States of North Dakota, South Dakota, Nebraska, Iowa, Minnesota, Wisconsin, Michigan (upper peninsula only) and Sidney, Montana: Metropolitan Markets—Fred Wagenvoord, KCRG Cedar Rapids; Non-metropolitan Markets—E. J. McKellar, KVOX Moorehead, Minn.

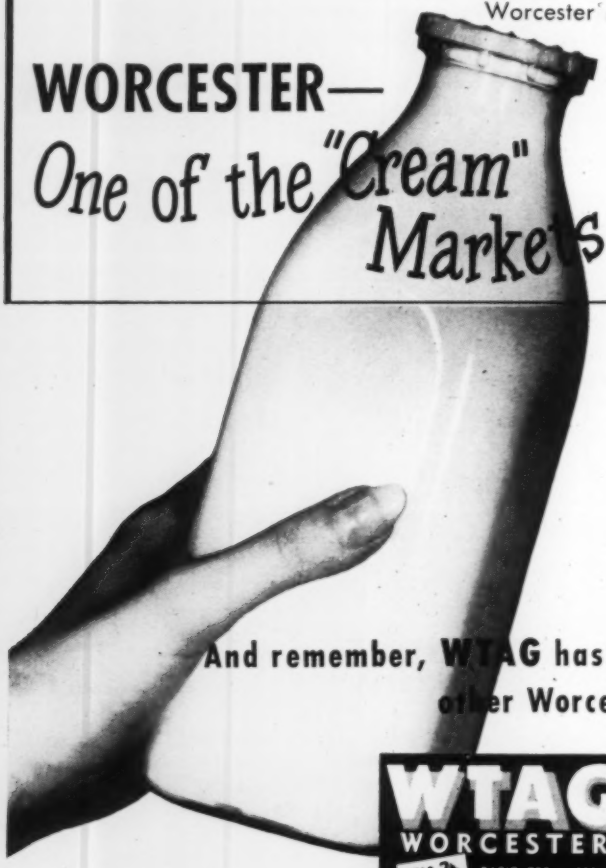
DISTRICT VI—States of Kansas, Oklahoma and Texas (except El Paso): Metropolitan Markets—Gene Cagle, KFJZ Fort Worth; Non-metropolitan Markets—Grover Cobb, KVGB Great Bend, Kan.

DISTRICT VII—States of Montana (except Sidney), Idaho (except Coeur D'Alene, Wallace and Lewiston), Nevada (except Reno), Utah, Wyoming, Colorado, New Mexico and El Paso, Texas: Metropolitan Markets—George Hatch, KALL Salt Lake City; Non-Metropolitan Markets—tie between Rex Howell, KFXJ Grand Junction, Col., and Franz Robischon, KBMY Billings, Mont.

A run-off election will be held shortly to resolve the tie in District VII.

PROSPEROUS Worcester comes right to the top along with the nation's choice major markets. In the "Cream of Your Market", a study recently published by J. Walter Thompson Company, the Worcester Market stands 31st in the nation among the 162 Markets studied.

WORCESTER—
One of the "Cream" Markets of the Nation



Did you know that—
the Worcester Market ranks higher than the Albany-Troy-Schenectady Market combined?
Higher than the San Antonio Market?
Higher than the Rochester Market?

And remember, WTAG has more audience than all other Worcester stations combined!

Sources: Hooper Oct. 1950 - Feb. 1951
Pulse Mar. - April 1951

WTAG
WORCESTER
WTAG-TV
BASIC CBS • 580 KC

See Raymer for all details

Radio Booster

"PEOPLE who know—hear it on radio" is slogan currently used by WFRO Fremont, Ohio. R. C. Force, manager, in a letter to the station's national representative, Hil F. Best, Detroit, said, "What do you think of an idea of having all radio stations cooperate in the use of a slogan? We have come up with this slogan which we have tried out on the air here in Fremont and it sounds very good."

DeGRAY, SCOVILL

Named by CBS Radio

EDWARD DE GRAY, executive assistant to J. Kelly Smith, administrative vice president, CBS Radio Division, and Edward Scovill, business manager of the radio and TV department, Kenyon & Eckhardt, New York, have been named representatives of the station relations department, CBS Radio Division, effective immediately, William A. Schudt Jr., national director, station relations, CBS Radio Division, announced.

In addition Mr. Schudt also announced that the station relations department would assume supervision of the CBS Radio cooperative program division, effective immediately, with Mr. De Gray, in addition to his station relations duties taking over responsibility for the co-op division.

Mr. De Gray joined CBS as an accountant in 1937, transferred to WBT Charlotte, eventually becoming assistant general manager of the station and secretary-treasurer of Jefferson Standard Broadcasting Co. In May 1948 he became executive assistant to Mr. Smith.

Mr. Scovill, before joining Kenyon & Eckhardt in 1950 was director of special events for CBS in Washington. He originally joined the network in October 1936.

NEW pocket-size magazine, *The Big Story*, based on radio and TV programs of that name and featuring the development of front page news stories recounted by reporters covering original stories, now is being published.

MR. SPONSOR:

WJBK Tops IN DETROIT*

4 individual evenings out of 7!

WJBK

SUNDAY	12.1	4.7	2.9	31.2	5.9	20.0	7.6	10.0	12.4	5.3
TUESDAY	15.1	11.5	2.3	30.7	3.7	21.6	8.3	15.6	5.0	1.4
THURSDAY	9.4	7.8	⊕	32.6	⊕	20.6	11.3	13.5	12.8	1.4
FRIDAY	9.1	5.7	⊕	26.2	2.5	20.5	9.8	18.0	14.8	2.5

1st on Sunday afternoons with 58.0!

WJBK

SUNDAY 12:00 NOON—6:00 PM	17.5	8.1	3.1	58.0	1.7	6.7	14.0	2.5	2.8	3.1

Sunday thru Saturday evenings 24.1—

Second only to 50,000 watt net with 25.5

WJBK

SUN. THRU SAT. EVE 6:00 PM—10:30 PM	11.1	8.4	1.7	24.1	3.3	25.5	6.0	19.3	8.9	2.8

Total Rated Time Periods 22.3—

Exceeded only by 50 kw net!

WJBK

TOTAL RATED TIME PERIODS	11.5	6.1	2.0	22.3	3.3	31.0	5.1	16.5	11.0	2.8

The Detroit radio audience listens to WJBK, and the figures prove it. Phenomenal, aren't they! But WJBK does it all the time. More important to you, this tremendous audience *responds* to your WJBK-delivered commercial for the sales results you want.

*Radio Hooperatings—June 1951

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2435

Represented Nationally by THE KATZ AGENCY, INC.

SO. CALIF. RADIO

Better Business Reported

DESPITE competition for eight Southern California TV stations— one in San Diego and seven in Los Angeles—and a video set population of around 1,250,000, radio industry in the area generally is in better shape now than ever before.

This is gleaned from a survey made by Robert J. McAndrews, managing director of Southern California Broadcasters Assn., Hollywood. The survey covered 23 typical member stations which reported on business conditions for the first six months of 1951 as compared to the same period the year before.

Some 18 of the 23 reported revenue up. The average rise was 35%.

KOWL Santa Monica, the median station in this group, reported an 18% income jump.

KPAS Banning, highest in the "up" list, was 300% ahead of last year.

★

KMPC Hollywood, KBUC Corona, KCOK Tulare, KVOE Santa Ana and WFXM San Bernardino reported themselves in the 10-14% brackets; KPMO Pomona and KERO Bakersfield, 15-19%; KVEN Ventura, KSON and KCBQ San Diego, KSMA Santa Maria, 25%; KSDO San Diego, 44%; KALI Pasadena, 61%; KWKW Pasadena, KFAC Los Angeles and KGER Long Beach, 2-10%.

Only three stations noted lower income by 1%, 7% and 20%. Two stations—KFVD Los Angeles and KRNO San Bernardino—reported revenue as about the same level as last year.

While expressing optimism over fall business prospects, most station managers or owners indicated net profits would be lower this year because of heavier costs of operation. Several stations, including KCBQ San Diego and KOWL Santa Monica, noted they have hit the highest income figures in their history this year. Local business was credited with most of the rise, with national spot second and network slightly off.

General Letdown

The past several months saw a general letdown in business by many stations in the Southern California area. The Korean war, production cutbacks and world unsettled conditions generally, plus TV inroads, are being blamed. During the last few weeks, however, station management reported a decided "pickup" and are most confident of the future.

Consensus is that television will continue to absorb more advertising dollars but radio will uncover and develop much new business.

To stimulate this drive for new business the Southern California Broadcasters Assn. is engaged in an all-out promotion campaign that will extend to key eastern cities starting Sept. 24.

Mr. McAndrews, armed with facts and figures, will show key advertisers and agency executives in New York, Chicago and other major cities a new presentation on the merits of Southern California radio as a year-round advertising medium.

The presentation will be previewed at a mass meeting of all Southern California radio station account executives and others at the Hollywood Roosevelt Hotel Thursday night.

KSL...delivers more families-at lower cost-than any other station or combination of stations in the Inter-mountain West!

KITE-FM SALES

Sports Schedule Signed

KITE-FM San Antonio, on the air since last June 18, is proud of its record of having met operating expenses "and more".

Since Sept. 10, the station reports that the only time left for sale is after 10 p.m. three nights a week. KITE-FM signed an exclusive contract with the San Antonio Independent School District which controls rights to all high school football and basketball games played in the city's biggest football stadium.

Zenith and RCA-Victor sponsor these games on alternate nights. Richter's Bakery bought an hour long "salute" to participating teams following the game. Westinghouse purchased all time on non-sports nights between 8-10 p.m. New Braunfels Textile Mills bought a half-hour of music before each game. The station operates commercially only at night and as "good music" partner of daytime-only KITE.

On All Accounts

(Continued from page 12)

reporters for jobs as reporter-newscasters and Mr. Heinemann was one of two chosen.

After a year's exposure to radio, Mr. Heinemann decided to give full time to it and in 1938 joined KFEL Denver as newscaster, commentator and reporter.

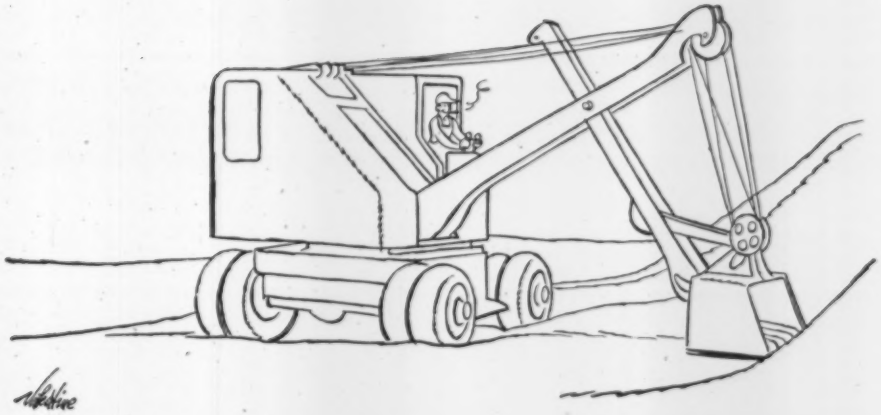
In 1942 he joined the Marine Corps and was in service for four years, two of them in the South Pacific.

Following release from service in 1946, he joined Allied as copy writer in the production department and account man. Early in 1950 he was made office and production manager.

Mrs. Heinemann is the former Jane Hill. They reside in Malibu. The Heinemanns have one son, Michael.

His hobby, writing, is one his wife cannot take exception to inasmuch as she collaborates with him. Making their hobby pay, the Heinemanns turn out a syndicated weekly television column currently appearing in 16 California papers.

There is always a most efficient way to do a job . . .



For your **SELLING** job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

HILL COVERAGE

Javits Challenges Benton View

THE CONVICTION that telecasts and/or broadcasts of sessions would "completely ruin the Senate" elicited both a challenge and a hasty clarification on Capitol Hill last week.

The challenge was issued by Rep. Jacob K. Javits (Rep.-Lib-N. Y.) to Sen. William Benton (D.-Conn.), to whom the original quotation was attributed. The Senator had dropped this remark during hearings before the Senate Interstate & Foreign Commerce sub-committee on his proposed Radio-TV Citizens Advisory Board [BROADCASTING • TELECASTING, Sept. 10].

"I must respectfully differ with this view," the House member wrote Senator Benton.

Rep. Javits stated, "I believe that in both the Senate and the House, televising and broadcasting of important debates on key issues would have an excellent effect in interesting our people in the operations of government and improving the level of Congressional debates."

Rep. Javits offered to debate the Connecticut Democrat on this issue "on radio and television which I believe would be made available as a public service for this purpose."

Sen. Benton replied that actually he is in complete accord with the Javits plan which would permit broadcasts and telecasts on a selective basis. Furthermore, he added, the statement was taken completely out of context and what he said was that "regular telecasting would ruin the operations of the U. S. Senate."

That is the inference, too, behind the Javits proposal, now bottled up within the lower chamber.

"I wish to emphasize the fact that not all proceedings" would be carried, Rep. Javits said, citing debates on the Japanese peace treaty, the foreign aid bill and price-wage control as likely topics for coverage.

Sen. Benton singled out the procedure followed by the Australian Parliament which allows broadcast coverage twice a week on a regular basis. The Congress, he added, should experiment with a similar plan, under rules prescribed by the Senate leadership.

In his reply to Rep. Javits, Sen. Benton stated:

When you've read the attached transcript from the testimony I think you'll decide there's no real room for debate between us. We seem to be virtually in agreement . . . Of course the present rules of the House and Senate are very different, and there might be big room for argument between us, or among advocators of televising Congress, on how the Senate rules would have to be adapted and changed for the periods of public viewing and hearing. . . .

I agree with you about the great potential educational value inherent in the idea of broadcasting or televising sessions of Congress. I gather, however, that we seem to agree that an attempt to broadcast *all* sessions . . . is not to be commended. Just as one example, it is often more important for a Senator to be off the floor than it is on it (attending a committee meeting) . . . With broadcasting, he might feel pinned to his chair.

Rep. Javits is the author of a resolution (H Res 62) under which the more important Senate and House debates would be televised and broadcast on a selective basis. The proposal has been before the House Committee on Rules & Administration, which filed a petition for discharge after executive sessions last May. The House did not vote on the petition. Resolution was introduced at the turn of 1951.

The Senate Executive Expenditures Committee also had hearings on the Javits plan under the chairmanship of Sen. John L. McClellan (D-Ark.). Members of Congress offered their views before both groups.

Little active interest of members has been reported in view of lack of pressure from their constituents, BROADCASTING • TELECASTING was told last week. Senate sessions were in connection with legislative reorganization proposals.

As evidence of the lack of interest, the House committee said it plans to release shortly a survey on members' preferences pointing up that they do not wish to press for action.

No Recommendations Planned

The Senate unit summed up the question of Congressional broadcasts and telecasts with the theory the matter is best a concern of the Senate and House leadership. It proposes to make no concrete recommendations in its forthcoming report.

In his letter to Sen. Benton, Rep. Javits noted only 40% of the eligible American public vote in Congressional elections and about 50% in Presidential campaigns, partly because of lack of familiarity with public officials and issues.

"The arguments made that the Senate or the House would make a show of itself on television I believe do not recognize the dignity and instinct for public service and solid sense of the great majority of the members of both bodies," he declared.

Rep. Javits stressed that only timely debates would be televised and broadcast and control would rest with the House Speaker and President of the Senate, as well as the respective rules committees.

"Those few members . . . who might abuse radio and television broadcasting would find quick retribution from their constituents" and a "great improvement in our process of legislative decisions would result from such coverage," he stated.

The Congressman also cited communications he said he had received from ABC, CBS and NBC TV officials offering to carry the debates as public service programs. The views were inserted in the *Congressional Record* last June when he testified before the Senate unit.

PINS were in order for two new Radio Pioneer Club members from Ohio who were ushered into the organization last month. Shown are (l to r): Dave Baylor, vice president and general manager WJMO Cleveland; Bob Wilson, assistant manager WADC Akron; Carl Haverlin, BMI director, and president of the group. The initiation took place during the BMI Program Clinic in Akron Aug. 20. Mr. Wilson takes full credit for bringing Mr. Baylor into the broadcasting business, 20 years ago last month.

RADIO'S LOW COST

Stressed by NBC's Evans

"THE average person today in the U. S. still spends more time listening to the radio than on any other activity except working and sleeping," Jacob A. Evans, manager of radio advertising and promotion for NBC, said in an address to the Sales Managers' Club of Memphis, Tenn., last Monday.

"And radio is the lowest-cost advertising medium you can buy. More people," Mr. Evans added, "are delivered for each dollar spent in radio than by any other means of communicating with your customers. Television's major contribution to the American economy is the creation of additional demand for products. It does not lessen the effectiveness of existing advertising media."

He pointed out that "radio advertising did not decrease the revenues of newspapers and magazines when it first became a reality 25 years ago. Radio simply spurred more people to buy more products . . . television can be expected to do likewise."

FBI Director J. Edgar Hoover broadcast special message on internal security as part of dramatization demonstrating work of FBI in apprehending Communist agents on *This Is Your FBI*, Sept. 14, 8:30 p.m., over ABC. Program is sponsored by Equitable Life Assurance Society of the U. S.

Announcement

WHLM

ARE THE *NEW* CALL LETTERS,
replacing WLTR, for

Bloomsburg, Pa.

The Sports Station
of the Susquehanna Valley

WHLM
will carry the Atlantic football schedule
of college games for the 1951 fall season

Affiliate of Liberty Broadcasting System

690 KC
1000 W (d)

Harry L. Magee, Owner and Operator

Managing Consultant: Vic Diehm (WAZL, Hazleton & WHOL, Allentown)

1 **HOT "PLASMA" FOR A STEEL MILL:** This giant steel bottle is full of molten iron from a blast furnace. When poured into an open-hearth furnace to make steel, it should mix with about the same weight of scrap. Iron and steel making capacity in 1953 will be nearly 120 million tons (25% greater than in 1945).

SCRAP TRANSFUSION NEEDED (you can help)

If you own any heavy machinery that could be junked . . . car, tractor, washing machine, lathe . . . now is the time to sell it to your local scrap dealer. The iron and steel industry is growing faster than its scrap supply. Consuming 53 million tons of scrap in 1950, it will need an additional 7 million tons of scrap each year to serve the big expansion program now under way.

2 **POUR ON WATER:** That will be the next operation, as this coking oven discharges its fiery product. Coke oven capacity has been expanded about 20% since 1945.

3 **CAN YOU "READ" SPARKS?** This man is testing scrap steel for alloy content. He can identify many alloy steels by shape and color of sparks. Identification is important because wrong alloys can affect whole furnace charge.

If you want to know more about the scrap collection methods that should be used in factories, shops and on the farm, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for "Steel Scrap Emergency" booklet.

BREWERIES ARE BUYING!
Hudepohl; Cincinnati
Goebel; Detroit
Burkhardt; Akron
Lone Star; San Antonio
Southern. Tampa
PUBLIC UTILITIES ARE
Southwestern Public Service Co.; Amarillo
St. Johnsbury Gas Co.; St. Johnsbury
FOOD STORES ARE BUYING!
Vermont Grocery Co.; Burlington, Vt.
Albers Super Mkts.; Dayton
Warehouse Markets, Inc. Burlington, Iowa
APPLIANCE
General Electric Distributors; Boston
YES! EVERYBODY'S
ZIV'S NEW
IRENE DUNNE AND FRED
Together, in the Gay, New
FIVE DISTINCT IDENTIFICATIONS
Including Three Full-Length Selling Commercials!
"BRIGH
BREAKING ALL SALES RECO
NOT JUST ONE BUT TWO GREAT HOLLYWOOD STARS!
THEY MAKE RATINGS JUMP!
THEY MAKE LISTENERS BUY!
WOW! 227 MARKETS

YING!
General Electric.
Ore.

AUTO DEALERS!
Nash; Waycross, Ga.
Chevrolet. Oelwein, Iowa
Raytheon. Cleveland

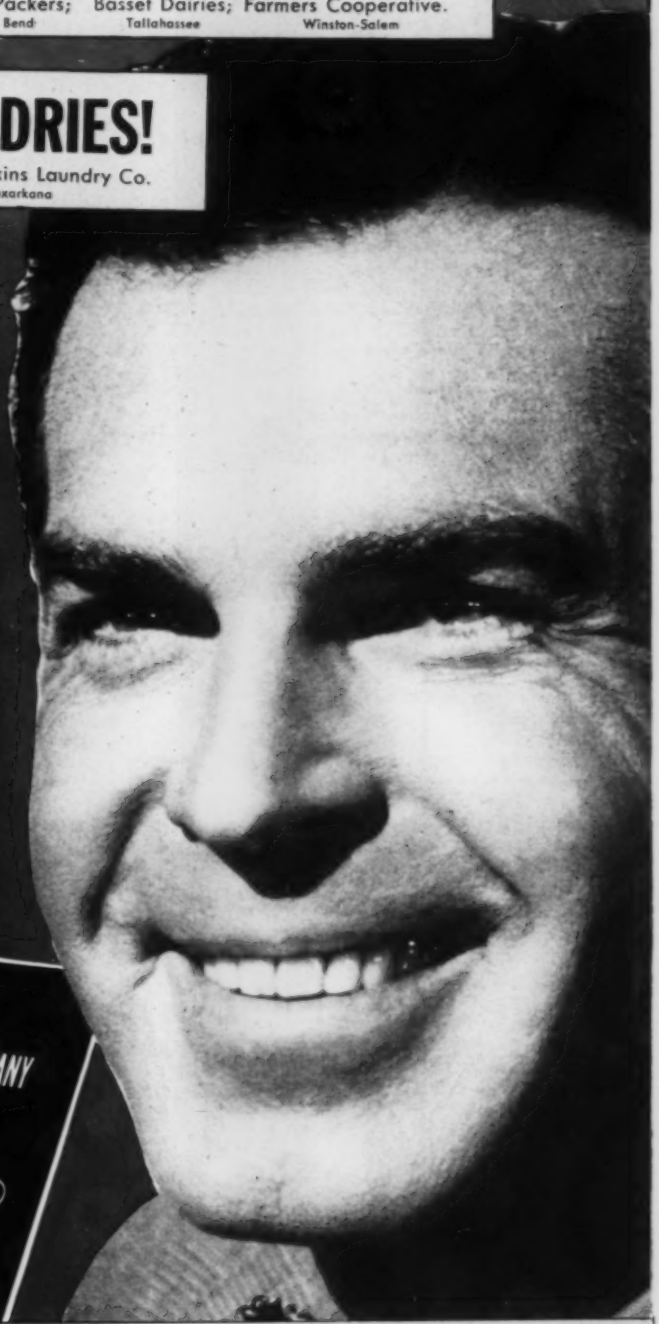
GASOLINE AND BUILDING & LOANS!
Diamond DX; Tulsa
Waterloo Building & Loans. Waterloo, Iowa

MEAT PACKERS AND DAIRIES!
Constantino Packers; Springfield, Ill.
Eckrich Packers; South Bend
Basset Dairies; Tallahassee
Farmers Cooperative. Winston-Salem

COFFEE. LUMBER, LAUNDRIES!
J. Gill Coffee Co.; Norfolk
Marling Lumber Co.; Janesville
Nelson-Huckins Laundry Co. Texarkana

S BUYING . . . TRANSCRIBED FOR LOCAL SPONSORSHIP!

SH HIT! Starring
ACMURRAY
ew, tting Comedy-Adventure
T STAR"
EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!
COS FROM COAST TO COAST!



MAKING THE TOP PROGRAM IN YOUR MARKET!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

IGNED IN FIRST 30 DAYS!

editorial

Manpower Prudence

EXCEPT for the technical end, the manpower pinch hasn't been too serious in the broadcast media. Because of their glamour, radio and TV are surfeited with applicants, many of them unqualified.

There are signs, however, that a manpower shortage is ahead. Enlargement of the armed forces is seen, from the present 3½ million to probably four million next year. This will hit the broadcast media harder than most of the other pursuits because a large percentage of the people in radio are of military age.

The broadcast services have a two-fold problem. When the TV freeze is thawed sometime next year, there will be immediate demands for personnel—even before any great numbers of new stations take the air. These will be drawn largely from the radio field. Many a broadcaster, from management to engineering, wants in on TV. So do many of the folks identified with agencies and station representatives, who see in station operation a more "essential" status than they do in the selling fields which were virtually at the bottom of the list before V-J Day.

Thus, it behooves ownership and management to survey their personnel. Key positions should be backstopped in depth. New personnel should be retained with an eye toward the future. They should be least vulnerable for possible military call.

All this constitutes prudent management. It doesn't take a long memory to recall what happened in those tumultuous forties.

Trends and Changes

THE DYNAMICS of change, inherent in all kinds of business operating in the competitive climate of the U. S. economic system, are nowhere more apparent than in broadcasting.

For no business has ever grown bigger faster than broadcasting and its two main branches —radio and television. After 30 years it is still growing so fast in so many directions that no one can foretell its ultimate dimensions or indeed whether it will ever reach a state at which it discontinues growth.

It is not easy even to measure its size and shape at any given moment, because before the moment has passed broadcasting has changed some more. Ever so often, however, this publication tries the difficult job of sizing up broadcasting by one dimension or another.

In this issue we measure it by the money it will earn this fall.

One element in the change between last year and this in the influence of television. It's an element which, as it became more and more apparent, has caused a lot of consternation this past year. In fact, some people have been shoved right up to the brink of terror by television.

We think that our measurement of Broadcasting shows that television is a pretty big element all right, but it isn't an ogre; it can live in the same house with radio without either of them being crowded out.

By now, what with the talk on the part of some national advertisers, one might have expected that the decline and fall of radio would be evident. It's difficult to attach the words "decline and fall" to a business which anticipates a national average increase of 14.53% in billings this fall, compared to last.

At the same time, television billings this fall will be 39% bigger than they were at the same time last year.

It's true that the several types of business which together compose the total billings exist today in different proportion from that which obtained a year ago. Radio network business is down; spot and local are up.

As we say, changes have taken place, will continue to take place.

The wise broadcaster (and agencyman and advertiser) will neither fear such changes nor ignore them. Indeed he will attempt, by intelligent appraisal and application, to control the changes so that broadcasting will continue to grow, even though its patterns and appearance are altered.

Less Excessive Taxes

SENSIBLE TAX RELIEF for telecasters seems to have a good chance of being written into the new revenue-producing legislation with which the Senate Finance Committee has been struggling.

Essentially the telecasters would get this relief:

Any corporation which derives part of its income from telecasting and part from radio broadcasting would have the option of computing its average earnings base period net income for excess profits tax purposes by applying either its own rate of return for 1946 to 1949 less TV losses and capital invested in TV or the industry rate of return for 1946 to 1949 to the company's total assets at the end of 1949, whichever is higher.

Also any corporation which is in some other business, such as newspaper publishing, as well as radio and television can treat its publishing business as if it were a separate business in computing its average earnings base for excess profits tax figuring and be eligible for the option described above.

What this means for many companies is a substantial saving on excess profits taxes as compared with the rigid provisions of the tax legislation originally enacted by the House and now being reworked by the Senate committee.

The telecasters who led the effort to amend the tax laws to give an equitable shake to those venturesome businessmen who have risked their capital in TV deserve plaudits apenty for their work before the Senate committee and support for the impending discussion of the question on the floor.

Why Pick on Radio?

IT'S ABOUT TIME that radio was removed from the sitting-duck shelf in the ANA's shooting gallery. Or else efforts should be made to put a representative group of additional targets up so that radio wouldn't draw all the fire.

It's pretty obvious, as Frank Pellegrin says in a statement we publish in this issue, that television has diverted attention from *all* media. The trouble is that among the media only radio provides the pin-point measurements of itself that enable its response to TV to be assessed immediately and in detail.

To a large extent it's radio's fault that it now occupies a lonely position on the sitting-duck shelf, and there probably isn't much it can do about getting out of the target area.

There is, however, much it could do in encouraging advertisers and agencies to insist that other media provide comparable data about themselves and about the influence TV has exerted on them. That way radio could collect enough company so that the hunter could pick another bulls eye.

our respects to:

DON NATHANSON

IN THE SPRING of 1936, a serious, handsome youth who had spent almost all of his 22 years eulogizing motion pictures, predicted in a college essay that television would replace movies as a mass medium and "force them to go into art."

He also suggested that TV would be popular despite small screens, productions would be simple and programs would have "lighter subject material, less realism and heavier censorship than movies." Fifteen years later, the young man with the perspicacious mentality has seen his convictions confirmed. He is Don Paul Nathanson, advertising and public relations director for the Toni Co., Chicago.

Don Nathanson has many of his early ideas today, but elaborates on them. He sees the same trend in movies now that took place in the legitimate theatre. When legit was a mass medium, it operated in a "limited sphere of unreality and censorship." As movies took over the mass medium character, legit became highly specialized, and its former characteristics were transferred to the movie screen. Now, according to the Nathanson theory of evolution, TV has replaced movies as the most popular mass medium, and, as a result, acquired its debits. Art movies, confronted by video's all-clear signal, "are the hope of the movie industry." The future, he said 15 years ago also, lies in a raising of standards and an appeal to a smaller and more discriminating group.

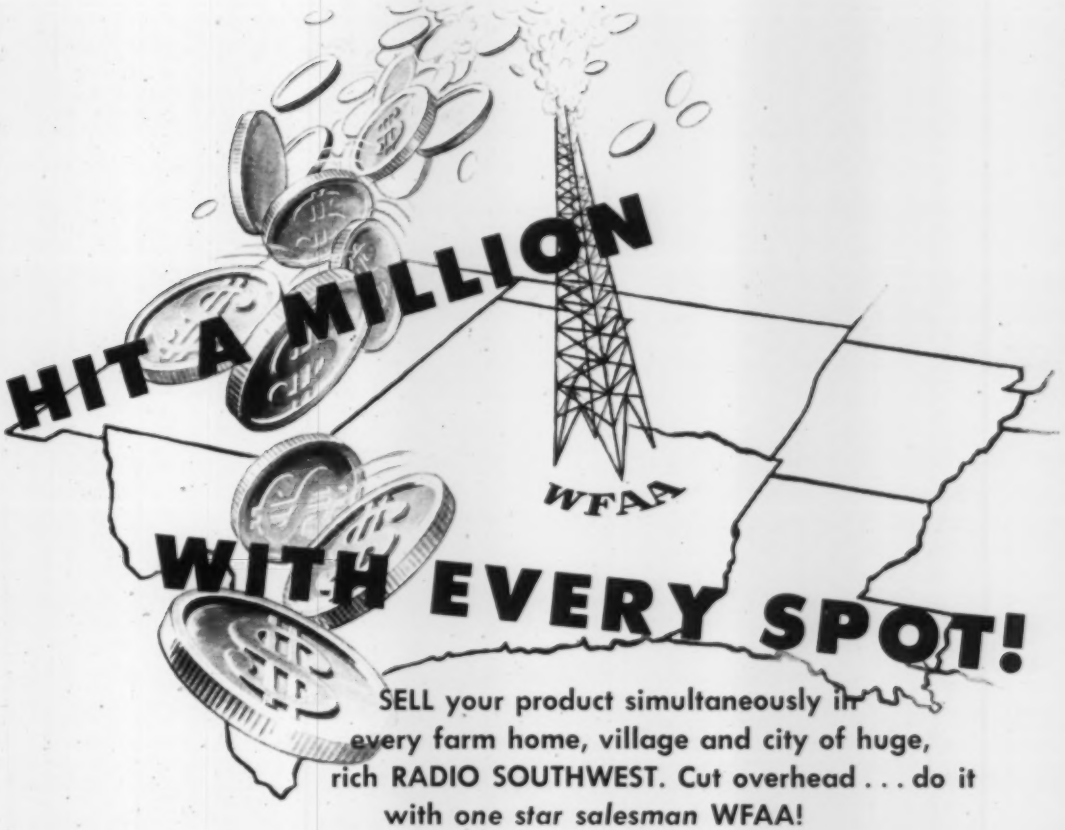
The Nathanson mind has buzzed with many an idea and project. Two years before *Life Magazine* was published, Mr. Nathanson (when he was 20) thought of putting out *Movie Pictorial*, recognizing the trend to read less and look more. It died a 'bornin' because of no money, but the only one of its kind published much later, used his plan of distribution through theatres. He started *Radio Showmanship*, one of three industry magazines which was sold to 100 stations in two years for use by their local and regional clients who were interested in learning what similar businesses were doing in radio. He inaugurated one of the first telephone coincidental radio surveys in Minneapolis.

Born in Minneapolis April 16, 1914, Don Nathanson was always interested in people and means of communicating with them. His initial (and single) ambition for many years was to work in motion pictures, a family tradition. A creative thinker as well as a logical businessman, Don nurtured this alter ego at the U. of Minnesota in his hometown.

He ultimately took a B.A. in advertising journalism, political science and psychology and would concentrate "on much more" of the last if he had it to do over.

An indomitable college essayist, he also

(Continued on page 59)



SELL your product simultaneously in every farm home, village and city of huge, rich RADIO SOUTHWEST. Cut overhead . . . do it with *one star salesman* WFAA!

WFAA PRIMARY COVERAGE AREA sprawls over 116,000 square miles, swallowing 171 counties in Texas, Oklahoma and Arkansas. An area populated with spenders to the tune of more than seven billion annually —an area with 1,143,500 radio sets!*

ADD OUR ROLLING STOCK—the car radios, practically every family has one or more cars equipped with radios.

WHAT ABOUT TELEVISION? We are as proud of WFAA-TV as a new Hereford calf. Each time we slap him on the rump a lusty bellow can be observed in 121,000 homes. A good, solid impact for a yearling.

BUT—there are over a million radio homes in WFAA's primary coverage area with no more TV sets than a snake has hips!

WHO SELLS THESE MILLIONS WITH BILLIONS TO SPEND—sight unseen? Your star salesman WFAA reaches a million with EVERY SPOT!

*Sales Management, 1951

The Only Mass Medium Covering This Great Southwest Market...

Martin B. Campbell, *General Manager*

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

WFAA
DALLAS
820 50,000 Watts
570 5,000 Watts
TV Channel 8

EFFICIENCY FACTS about the *Continental* 315 TRANSMITTER

VACUUM TYPE *Capacitors*

In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

★

Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

PRODUCERS OF
Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units Power division and phase control units • Rectifiers - Amplifiers FM-AM Isolation units Arc-back indicators.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

New home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD DALLAS 10, TEXAS PHONE EVergreen 1137

front office

WALTER PATTERSON, program director WKMH Dearborn, Mich., appointed managing director WKHM Jackson, Mich. (owned by WKMH Inc.). **GEORGE MILLAR**, commercial manager WKMH, appointed assistant general manager WKMH.

JOHN THORWALD appointed assistant to **NORVIN S. VEAL**, director of radio and television activities John H. Perry Stations (WCOA Pensacola, WJHP Jacksonville, WTMC Ocala, WDLP Panama City, and WNDG Daytona, all Fla.). Mr. Thorwald's offices will be located at WJHP.

Mr. Thorwald

JOHN REILLY, radio and television advertising department Armour & Co., Chicago, named account executive ABC-TV Central Div. Network Sales Dept.

JOHN MacRAE, staff announcer WABI Bangor, Me., appointed local sales service manager.

HENRY J. BEHRE, commercial manager WKIP Poughkeepsie, N. Y., to WMTR Morristown, N. J., as assistant general manager.

PAUL E. REID, assistant manager of WKLF Clanton, Ala., appointed general manager WRLD-AM-FM West Point, Ga.

LARRY DARLEY, sales manager KVOP Plainview, Texas, appointed sales manager KVER Albuquerque, N. M.

EUGENE PURVER, attorney and NLRB member, to CBS Hollywood legal staff, as assistant to **NED MARR**, head of network legal staff.

Mr. Purver

HARLAN G. OAKES & Assoc., radio station representatives, opens office in San Francisco at 26 O'Farrell Street. **BURT BEGGS**, formerly with Weed & Co. heads office. Telephone is Yukon 6-5936.

BETTY BRAID, promotion director CFRB Toronto, to Toronto office of Joseph Hardy & Co., station representative firm.

FORJOE & Co., N.Y., appointed national representative for KGPH Flagstaff, Ariz.

MEL MERZ appointed to sales staff WMAY Springfield, Ill.

JOSEPH STAMLER, sales manager WNDR Syracuse, to WMGM New York, on sales staff.

ED WHITTLEY, timebuyer, Sullivan, Stauffer, Colwell & Bayles, N. Y. to John Blair & Co., same city, station representatives, as account executive.

GEORGE WETMORE, chief engineer of WXKW Albany, N. Y., named director of operations. **GENE FITZPATRICK** appointed commercial manager.

JOHN BLAIR & Co., St. Louis, moves to new and larger quarters at 435-35 Paul Brown Bldg. Office is managed by **CHRIS HETHERINGTON**.

SCHEPP-REINER Co., N. Y., radio station representative, has resigned as representative for Consolidated Television Productions, Hollywood, effective immediately.

Personals . . .

ROBERT REYNOLDS, vice president and general manager KMPC Hollywood, named president, Boys Club of Hollywood. . . . **KEN HILDEBRANDT**, sales manager KYA San Francisco, father of daughter, Jo Ann.

ART KIRKHAM, vice president KOIN Portland, Ore., named recently as "Citizen of the Week" by Portland Traction Co. Card displaying his picture and civic message appeared on busses throughout city. . . .

Respects

(Continued from page 56)

wrote an epic on the superiority of movies over radio, charging that "anyone who sits home and listens to the radio instead of seeing movies is going blind for the price of admission." (It was a quarter in those days.) A Phi Beta Kappa, he worked on college publications, and ended his career as a respected member of Mu Beta Chi, professional business fraternity, because he'd managed to hold a job selling Corona-Coronas for four years. Almost four anyway. He looked for a Hollywood studio writing job "during the best football season Minnesota ever had."

After graduation in 1937, he settled for $15 weekly from the Golden Rule department store, of which he was advertising manager for the economy (basement) division. A friend, Sam Kaufman, soon inveigled him into organizing their own ad agency, the D. S. Manson Co., with initials taken from their first names and a syllable from the last. The reasoning was more subtle than it seemed. When creditors came to call on Mr. Manson, he was never in.

The agency prospered, despite creditors, grossing $34,000 its first year, and fast became the radio station's best friend, inasmuch as newspapers gave no agency commission on local sales and stations did. Manson eventually handled the most local radio business in the Twin Cities.

Publication of *Radio Showmanship* pinpointed D. S. Manson as a radio expert, and elevated the agency far above the local level in national recognition and prestige. Mr. Kaufman sold his interest to Mike Gold, joined as a partner in 1941, and took over the entire company when Mr. Nathanson joined Toni in 1947. In the meantime, the agency worked strenuously on development of Rayve shampoo, owned by the second largest beauty shop supplier in the country. The product had never been sold at retail. Mr. Nathanson instigated this, advertised locally and regionally, and helped push the account into the national field. Affiliated with Rayve's owner was Niesen Harris, also a beauty shop supplier, and brother of Irving, who had owned a financing business which was one of Manson's early accounts. Mr. Nathanson opened branch offices in Duluth, Seattle and Los Angeles, and a key Los Angeles account became Guardian Service Division of National Pressure Cooker, of which Irving Harris was an executive.

In Los Angeles Mr. Nathanson spent many an evening talking with Irving about the Harris brothers' new Toni home permanent. When Irving went full-time with Toni, Mr. Nathanson closed West coast offices and returned to Minneapolis. His biggest account was Portrait home permanent, a Toni competitor.

Mr. Nathanson with a "natural" background for Toni—started with the company only as a consultant in 1947, retaining his agency interests as Toni was located in the Twin Cities then. The next spring he joined the three-year-old firm as director of advertising and public relations.

That year Toni went national after vastly successful regional campaigns. It used its first radio in 1946—*Meet the Mrs.* on CBS Pacific network—and volume in that area tripled sales of any other part of the country. Toni used an unprecedented sales approach—non-professional commercials given ad lib by women who had used the product. In the growth years—1947-49—Toni used as much as 80% of its budget for radio and gained about 90% of the home permanent business. Now that there are more national competitors (and Toni still outsells them all combined), broadcast media get about 60% of the advertising appropriation. From $600,000 in 1946 to $6 million in 1951, the company buys *This Is Nora Drake*, *Arthur Godfrey, Alias Jane Doe* and *The Mystery Singer* on CBS-AM and *Arthur Godfrey and His Friends*, and *Crime Photographer* on CBS-TV, and *Stop the Music* on ABC-TV, recently bought.

Mr. Nathanson's creativity still comes to the fore, despite routine of managing an office with 35 persons and working with many more at Foote, Cone & Belding and Tatham-Laird agencies, both Chicago.

Still a frustrated writer, of copy or a TV show or a novel, Mr. Nathanson just completed a 20,000-word story which was plotted two years ago on a Caribbean cruise—his first "legitimate" vacation in 11 years. His wife is his worst literary critic. "She thinks I'm too imaginary, not realistic."

She is the former Evelyn Hoberman of Minneapolis, and they live in suburban Glencoe with Jill, 9; Marc, 6, and Greg, 4. Mr. Nathanson spends weekends with the youngsters and occasionally plays golf, "shooting only 10 strokes higher than the first score I ever made when I was 14."

He's an active member of the ANA, Chicago Federated Advertising Club, and a former member of the Minneapolis Junior Assn. of Commerce, which gave him its Silver Key award for service during the war. That included civil defense duties as radio publicity chairman for the Red Cross and defense drives, for which groups he arranged for and handled 3,000 broadcasts in one year.

All the recent Toni expansion into new products takes most of his present days and nights, but on his agenda for the future, when and if: writing a serious novel using comic strip technique publicizing the Menninger mental clinic in Kansas; writing the advertising and public relatons history of Toni in book form, and (a renewed ambition), producing a "realistic" motion picture.

ATOMIC ENERGY

Iowa Seminar Slated

IOWA Radio News Assn. will hold a seminar on atomic energy Sept. 28-29 at Ames, Iowa in cooperation with the U. S. Atomic Energy Commission.

Gordon Dean, AEC chairman, in a letter to the IRNA, congratulated the association on being the pioneer group in staging such a seminar. Mr. Dean wrote, "The Commission is always interested in cooperating with the sponsors of atomic energy seminars, and we are particularly interested in doing everything we can to make yours—the first radio seminar—an outstanding and precedent-setting success."

Heading the list of speakers is AEC Comr. T. Keith Glennan, who will address the seminar banquet.

W. W. Waymack, of Adel, Iowa, former AEC commissioner and retired editor of the *Des Moines Register and Tribune*, will open formal seminar discussion with a talk to fellow Iowa newsmen on some of their problems in dealing with the atomic energy field.

Sessions will take place in the Institute for Atomic Research at Iowa State Colleges, Ames, site of basic research which helped lead to achievement of the atom bomb in World War II.

All sessions will be on the record with no restrictions on news reporting.

WOI-TV Ames is planning a half-hour telecast featuring seminar speakers.

Jack Shelley, news manager, WHO Des Moines, is seminar program chairman.

Ken Kew, KGLO Mason City, Iowa, IRNA president, has issued invitations to all Iowa radio and TV station managers to join their news and farm news men in attending.

William B. Quarton, manager of WMT Cedar Rapids, will preside at the banquet Sept. 28. Mr. Quarton is 10th District chairman of NARTB and newly-elected president of the Iowa Broadcasters Assn.

Music Award

WNEW New York was the recipient of a special motion picture industry award conferred Sept. 8 during an hour-long salute to Hollywood on Art Ford's *Milkman's Matinee*. Station was lauded for "pioneering interest and efforts . . . in presenting music from motion pictures to the radio audience and thereby conspicuously advancing the interest in motion pictures through music." Present for the ceremony were Screen Actress Judy Garland and Howard Dietz, vice president of Loew's Inc., and advertising director for Metro-Goldwyn-Mayer. Award was accepted for WNEW by Mr. Ford.

Your Best Buy . . .

Is the station
Most people buy first.
In Oklahoma's No. 1 Market
That means KVOO.
Proof?
This year we are
Setting new highs in
Advertising volume,
Nationally and locally.
Consistent renewals by
10 and 15 year customers
Testify to their satisfaction.
You, too, need
OKLAHOMA'S GREATEST STATION.
See your nearest
Edward Petry & Company office today.

KVOO
Oklahoma's Greatest Station
50,000 WATTS — 1170 KC — NBC AFFILIATE
TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

air-casters

JOSEPH FENNESSEY, staff announcer WHMP Northhampton, Mass., appointed program director.

DON COLLINS, announcing staff WCBT Roanoke Rapids, N. C., appointed production manager. **JERRY ELLIOTT,** news announcer, appointed chief announcer.

ALEX SHEFTELL named to head promotion and publicity department WTTG (TV) Washington. **LYNN KOTICK** named traffic manager. **MATT WARREN,** WEAM Arlington, named staff announcer. **ASTERID KIERNAN** to traffic department.

CLARE LINN appointed production manager WKMH Dearborn, Mich. **VERNA BORSODI** named program director.

MARIAN MUCKLEY ZWALLEN, continuity editor WHBC Canton, Ohio, named promotion manager. **ELIZABETH JOAN MALICORD** named continuity editor.

JACK KUNEY, production manager WNEW New York, appointed program director WLIB New York.

SAM ELBER, promotion and publicity director WIP Philadelphia, appointed director promotion, publicity and merchandising departments WPEN Philadelphia.

WILLIAM HOLLENBECK, director-producer of remote telecasts KGO-TV San Francisco, named senior producer.

LEN ROWCLIFFE, CFNB Fredericton, to announcing staff CKFH Toronto.

BEN FEINER, Jr., writer and associate producer at MGM, to CBS-TV Hollywood, as executive producer.

PAUL MARION, CBS *Operation Underground*, and Eleanor Brand, married.

JACK NARZ, announcer KLAC-AM-TV Hollywood, resigns to freelance. **JAY COOK** succeeds Mr. Narz.

NORMAN GEORDAN, staff announcer WFMD Frederick, Md., to announcing staff WTHI Terre Haute, Ind.

GLORIA JOYNER, continuity writer WIRE Indianapolis, resigns. **NORMA GENE MURRAY** replaces Miss Joyner temporarily.

GENE BUCKMAN, WIL St. Louis, and **JERRY HENSON,** WSIV Pekin, Ill., appointed to announcing staff WMAY Springfield, Ill.

CHAD LASSITER, promotion and production staff KNEA Jonesboro, Ark., appointed staff announcer WIBC Indianapolis. **HUGH MITCHELL,** KLRA Little Rock, Ark., succeed Mr. Mitchell at KNEA.

JACK SCANLON appointed to announcing staff WEAV Plattsburg, N. Y.

GENE KING, program manager WCOP Boston, appointed radio coordinator for United Nations in Boston.

BUD COULSON, head of publicity KFI-TV (now KHJ-TV) Los Angeles, named director of publicity for Don Lee Network. He replaces **JIM PARSONS,** who has been named to similar post with KHJ-TV.

GERALD F. CONWAY, sales promotion department Ambassador Hotel, L. A., to CBS-TV Hollywood in publicity department handling KTSL (TV) and network trade paper publicity.

BEN POLIN, director of photography CBS Hollywood, and June Harris, married August 31.

DUDE MARTIN, San Francisco TV personality, signed to exclusive three-year television contract by KTTV (TV) Los Angeles.

MAL KLEIN, film director KLAC-TV Hollywood, and Doreen North, married Sept. 7.

AL WOODBURY, composer-conductor, and **JEANNE RACE,** script girl, CBS *Amos 'n' Andy* radio show, married.

HAROLD GLICK, conductor and musicologist, to WFDR (FM) New York, as music consultant. **IRVING ROBBINS,** musical director, appointed production manager and director of music programs.

ERNEST DE LA OSSA, personnel director NBC, named member of regional Wage Stabilization Board, New York.

JOHN CARNEY, graduate School of Radio Technique, N. Y., appointed announcer-salesman WCAP Lowell, Mass. **JOHN PARRISH,** graduate, to WXNJ Plainfield, N. J. **ELI SHABBOTT,** graduate, to WHNC Henderson, N. C. **BRAD SHERMAN,** graduate, to WSSV Petersburg, Va.

J. DAVID BECKETT, writer-announcer KOCO Salem, Ore., appointed continuity writer KEX Portland.

ED GALBREATH, WSIC Statesville, N. C., appointed publicity director for Crusade for Freedom in Iredell County.

News . . .

AL JOSEPH, baseball announcer WCBT Roanoke Rapids, N. C., appointed sports director.

ERNIE HYNDS, music librarian WSB Atlanta, Ga., appointed sports director. He replaces **THAD HORTON,** now with D'Arcy Adv., St. Louis.

TED SWITZER, broadcast promotion department NBC Hollywood, to network press department, as press representative.

JOE MICHAELS, news editor WFDR (FM) New York, appointed director of news, special events, and talk programs.

WILLIAM F. MITTEN, news editor *Daily Mercury*, Medford, Mass., appointed news editor WCCM Lawrence, Mass.

NORMAN BARRY, newscaster NBC Chicago, and **IRENE MARJORIE BRADY,** secretary to **WILLIAM RAY,** news and special events manager NBC Chicago, married Aug. 31.

RICHARD E. CHEVERTON appointed news director WMT Cedar Rapids, Iowa. Mr. Cheverton was with KWPC Muscatine, Iowa, and KWCR Cedar Rapids.

PRICE RULING

Hard to Enforce—Mead

SUPREME COURT decision outlawing the "non-signer" clause in fair trade laws of 45 states apparently has "seriously impaired resale price maintenance" of nationally-known trade-marked electronics products, Chairman James Mead of the Federal Trade Commission stated last Monday.

He addressed the annual convention of the National Electronics Distributors Assn. in Cleveland (also see separate story). Mr. Mead said it may be difficult to devise a legal and practical plan "by which a large, interstate nationwide business can police its customers to insure their abidance" of manufacturers' suggested prices. Certain plans already have been proposed, he added.

The Supreme Court held that each electronics, appliance and other manufacturer signing a fair trade pact with one dealer would no longer be able to fix the uniform price at which his product would be sold by non-signing dealers. Many electronics products are "fair-traded," he noted.

Chairman Mead also termed small business as the "very heart beat" of America and said it must have an equal opportunity to produce and expand, with an equitable share in defense contracts.

Harold Leventhal, chief counsel, Office of Price Stabilization, explained provisions of Ceiling Price Regulation 22 which, under the Capehart formula, will enable manufacturers to add the cost of advertising, selling and other expenses to the selling price application to OPS. OPS has not yet officially placed it in operation.

Electronic distributors will continue to be governed on retail sales by CPR 7, while wholesale sales fall under CPR 29. Latter is designed as a technique whereby the wholesaler could avoid any squeeze resulting from price increases by his supplier.

SPORTSCASTER

Jordan Begins 22d Year

CHARLIE JORDAN, vice president of the Texas State Network and KFJZ Fort Worth, will begin his 22d year of football broadcasting Sept. 21 when he airs the Texas A&M-UCLA game at Los Angeles.

Mr. Jordan has broadcast some 350 college and high school games since he began in 1929 at WRR Dallas. The first college game Mr. Jordan ever aired was the Texas-Oklahoma tilt in 1929 at Dallas' Fair Park stadium, forerunner of the Cotton Bowl.

Figuring 2½ hours' time for each game, Mr. Jordan has described play-by-play football for 875 hours and has spent an additional 1,750 hours in preparing factual information for the games. He believes this is a record in the Southwest.

AMONG those attending the semi-annual meeting of the West Virginia Assn. of Broadcasters were (seated, l to r) Robert J. Burton, BMI; Joe L. Smith Jr., WJLS Beckley, association president; Carl Haverlin, BMI president, and Glenn Dolberg, BMI; (standing, l to r) Robert Kerns, WMMN Fairmont; Frank Shaffer, WEIR Weirton; J. Patrick Beacom, WVVW Fairmont, association vice president; James T. Quirk, *Philadelphia Inquirer*; Lin Pattee, BMI, and Sam Carey, WRVA Richmond, Va. Meeting was Aug. 23-24 at Hotel Greenbrier, White Sulphur Springs, W. Va. [BROADCASTING • TELECASTING, **Aug. 27**]

Lloyd A. Good

LLOYD A. GOOD, 69, retired Philco Corp. executive and an honorary member of its board of directors, died Sept. 7 in Graduate Hospital, Philadelphia. A native of Springfield, Ohio, Mr. Good served 17 years with the Bell Telephone Co. before joining Philco. As production manager of Philco, he played an important role in the transition of the organization from a small producer of storage batteries to a large producer of radio sets. In 1940 Mr. Good was presented with a trophy in recognition of having supervised manufacture of 10 million radio sets. Surviving are his widow, and two sons, Lloyd Jr., and Alan C.

RIDGEWOOD, N. J., gathers extra $46,000 in revenue annually through taxes on television sets. Each of 4,000 set owners in North Jersey community has $200 assessment added to his personal property tax, and pays at rate of $11.60 per year.

Lowell Thomas Says:
"Out of This World"*
CBS
About...
MiniTape
The ONLY miniature self-contained magnetic tape recorder . . . "IN THIS WORLD"
MINITAPE . . . credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.
MINITAPE . . . the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.
Write for Brochure
* During December and January of this year the "BEST SELLER" — "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET" by Lowell Thomas, Jr., outsold everything in its field . . . non-fiction and novels as well.
STANCIL-HOFFMAN CORP
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

Economy Coverage

in

Pennsylvania's Anthracite Area

WHWL

located in the north central Anthracite area, with 1,000 watts, 730 kc.

WISL

located in the south central Anthracite area, with 1,000 watts, 1480 kc.

SRDS retail sales figures in counties covered . . .

Lackawanna	$209,635,000
Luzerne	312,971,000
Wyoming	13,549,000
Monroe	35,750,000
Carbon	38,069,000
Columbia	40,072,000
Montour	7,336,000
Schuylkill	139,875,000
Northumberland	87,263,000
Total	$884,510,000

WHWL—1000 Watts—730 kc
WISL—1000 Watts—1480 kc

Radio Anthracite, Inc.

See
FORJOE & CO., Inc.
NEW YORK • CHICAGO • ATLANTA
LOS ANGELES • SAN FRANCISCO

For Combination Discounts

allied arts

DICK LEWIS, head, Dick Lewis Art Service, named vice president in charge of midwest sales, Telepix Corp., TV film commercial producers with headquarters in Chicago. Offices at 155 East Ohio St. Mr. Lewis retains his art service organization.

ROBERT MOORE Jr., vice president Metropolitan Artists Corp., N. Y., to George Foley & Richard Gordon Inc., TV producer, in executive capacity.

T. RODNEY SHEARER, vice president A. C. Nielsen Co., Chicago, appointed director of company's sales and service activities in East.

Mr. Shearer

UNITED TELEVISION PROGRAMS Inc. moves its New York offices to 444 Madison Ave. Telephone: PLaza 3-4620. Company's Chicago offices moves to 360 N. Michigan Ave. Telephone: CEntral 6-0041.

LEO MARTIN, head of Dept. of Radio, U. of Alabama, named director of radio-TV and theatre Div., Boston U. School of Public Relations and Communications. He succeeds **SAMUEL B. GOULD,** named assistant to University president in charge of public relations.

GEORGE FOX, president George Fox Organization, film producers, named film operations manager Desilu Productions, Inc., L. A. He will produce *I Love Lucy* series on CBS-TV.

PETER ROBECK, assistant sales manager KTTV (TV) Hollywood, named acting sales manager Consolidated Television Productions, that city. He succeeds **JOHN R. MARKEY,** who is now with David O. Selznick, film producer.

Equipment . . .

VINCENT P. GREGG, purchasing agent, Purchasing Dept., General Electric, Schenectady, appointed manager of purchasing of non-ferrous materials. **BRUCE H. BRADBEER,** buyer in Purchasing Dept., appointed manager of purchasing of ferrous materials. **HERBERT L. SCHNELL,** purchasing agent in Purchasing Dept., named manager of purchasing of factory equipment and subcontracting.

JAMES F. SCANLAN, traffic manager General Electric Supply Corp., named sales manager of television, radio and traffic appliances.

JAMES GREER appointed sales training manager Motorola Inc., Chicago. Mr. Greer will direct all sales activities for company's distributor salesmen and for retailers.

PAUL A. HILTON, controller and operations manager, New York branch, Crosley Distributing Corp., appointed assistant manager of branch.

EDWARD HUBER, sales staff National Union Radio Corp., Orange, N. J., appointed district sales manager for New Jersey territory. He will make his headquarters in New Market, N. J.

COLEMAN LONDON appointed manager of electronics service Westinghouse Electric Corp., Baltimore.

ALLIED RADIO Corp., Chicago, announces publication of its new 1952 catalog. Coverage of radio, television and industrial electronics is carried in 212-page catalog.

CALIFONE Corp., Hollywood, Calif., announces new 1952 line of transcription players, ranging from light portable to powerful single unit sound system. Further details may be obtained by writing company.

MARK SIMPSON Mfg. Co., N. Y., announces formation of **MASCO ELECTRONIC SALES Corp.** New company will handle sale of equipment manufactured by parent company.

BARBER-COLMAN Co., Rockford, Ill. (air distributors), has released pamphlet, F-4712, on air distribution in TV studios. Pamphlet shows actual installations and describes wide variety of air distribution equipment in studios. Free copy of booklet may be obtained by writing company at Rockford.

EUGENE CARDUNER, WILLIAM CARDUNER and **WILLIAM LICHTER** have formed Carduner-Lichter Co., manufacturers' representative firm. Offices are located at 164 Duane St., New York.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new improved wide band video amplifier, model V-2, designed for use as oscillosope deflection amplifier for measurement and viewing of pulses of extremely short duration and rise time.

CHURCH AWARDS

Maine Stations Cited

THREE stations of the Maine Broadcasting System were recipients of awards bestowed by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. The Maine Council of Churches also was cited. Awards were announced by Rev. Charles Schmitz, director of the commission's education branch.

The Maine council won the special events classification honor for its "Letter to Bill" on the weekly *Church School of the Air.* Series has been aired over WCSH Portland, WRDO Augusta and WLBZ Bangor since November 1944. Citation lauded the stations and the council for "presentation in a religious light of the significance of Memorial Day, good listener appeal and high radio quality."

FOLSOM NAMED

To N.Y. Advisory Post

FRANK M. FOLSOM, RCA president, was sworn in Tuesday as honorary Deputy Commissioner of Commerce of the city of New York. The oath was administered at department headquarters by Comr. Walter T. Shirley.

Mr. Folsom, with other leaders in commerce and industry, will serve in an advisory capacity to the board, whose purpose, Comr. Shirley said, "is to make available . . . the outstanding talents of distinguished leaders of business and industry who will help us in our efforts to further the trade and increase the commerce of the city."

Director of numerous corporations and foundations, Mr. Folsom served for nearly two years during the war as chief of the procurement branch of the Navy Dept. He received the Medal of Merit from President Truman and the Distinguished Civilian Service Award, highest honor granted civilians by the Navy.

DIRECTIONAL ANTENNAS

RCA Test Unit

A 100-ft. circular concrete apron, resembling a huge sundial and located at Medford, N. J., is part of the new $25,000 test facilities being used to determine the vertical directivity pattern of broadcast antennas by the broadcast design group of the RCA Engineering Products Div.

Shown above are portions of the apron, the steel frame and several of the dollies.

A steel frame rotates on dollies and permits movement of antenna elements in horizontal position, which is said to be the only reliable means of checking gain characteristics of a broadcast antenna. The center dolly revolves through a 360-degree arc around a vertical shaft in the center of the apron. The steel frame, which holds antennas under test, is built in sections and can be extended up to 140 feet in length.

CCBA Meeting

SALES IDEAS for small stations will highlight the first annual meeting of the Central Canada Broadcasters Assn. at the Royal York Hotel, Toronto, Sept. 24-25. Ralph Snelgrove, CKBB Barrie, president of CCBA, will preside. The agenda also will include reports from Canadian Assn. of Broadcasters executives, BMI Canada Ltd. and Canadian Advertising Research Foundation. Successful operation ideas from small stations in Canada and the U. S. will be presented.

GERMAN RADIO

Hope for Freedom Continuing

HOPE for the development of free radio in Germany as a bulwark against the revival of Nazism apparently springs eternal in the hearts of its democratic people as an alternative to state control.

This conviction is evidenced in an exchange of correspondence between two German radio officials on the merits of free radio. The pros and cons were revealed to the German affairs desk of the State Dept. The principals were Rudolf Von Sholtz of the Bavarian Radio, and Dr. Hans Bredow, chairman of the Radio Frankfurt Administrative Council.

Last April, in an address before the Munich Academy of Political Science, Herr Sholtz declared that "even at the end of the '20s, the process of subjecting German radio to strict control by the state had already begun, depriving the stations of freedom and contributing to the rise of Nazism."

Dr. Bredow branded the remarks as "superficial" and "not in accordance with the facts."

In reply Herr Sholtz traced the history of early German radio, with the government owning the majority of stock. Agents were appointed by the Political Supervisory Committee and Cultural Board which censored programs. The Reichpost, he added, held the pursestrings on money for the stations and even owned all technical apparatus.

"Radio stations could exercise no influence on the transmission of their broadcasts and had to accept in silence any and all international agreements," Herr Sholtz asserted. He added:

We who produced the programs know how strictly radio in those days was held in tutelage, not to say deprived of rights altogether. . . . In radio at that time there were no news desks, no political editors, no critical commentaries, no discussions of public problems. Aside from one or two censored talks, which we called the "official skimmed milk," there was no political information.

Radio contributed nothing—absolutely nothing—toward the political maturity of the people, which was so necessary if the people's resistance to totalitarian propaganda was to be kept alive. In its structure at that time it could do nothing, precisely because it was under guardianship, because it was kept in leading strings by the state. . . . Radio did an enormous service to the enemies of democracy. . . . And if today it is again to be placed under state supervision or fed "the official skimmed milk" in any other manner, perhaps it will incur the same guilt once again.

Feature of Week

(Continued from page 18)

WAVE-AM-TV asked the four candidates for governor their stands on gambling. Two of these candidates later appeared on the first of a series of television panels against gambling.

In one of these panels, chairmen of citizens' committees in Kenton and Campbell Counties told State Police Comr. Guthrie Crowe of their belief gambling would reopen as soon as the Senate hearings and the primaries were finished.

Police Comr. Crowe and Governor Wetherby said the situation was local and state police could not intervene because local officials had not asked for help. The story on this panel was bannered by the Kentucky edition of the *Cincinnati Times-Star*.

Latest of the telecasts was presented Aug. 25 and again featured the chairmen of the Kenton-Campbell citizens' committees. Both asserted gambling had reopened in the area on a limited basis but apparently with the knowledge and consent of local officials.

They stated gambling casinos were operating in county areas and in sixth class cities where the governor did not need to be invited by local authorities in order to send in state police.

Call for Action

They publicly called on the governor to investigate what they called the failure of local sheriffs to enforce gambling laws.

After two days to organize the raids, state troopers closed in on the two night clubs. Other nightclubs in the area promptly closed down when Governor Wetherby and Police Comr. Crowe announced they would send state police into any area where local officials permitted gambling to operate, even if it meant declaring an emergency in order to meet legal requirements governing use of state police.

Asked what brought about his decision to use state troopers, Governor Wetherby said to WAVE-TV:

When I heard on your television program and read in the papers that gambling had reopened, I figured the time had come to act. And when those two civic group chairmen on your telecast asked me to investigate, I regarded that as an invitation to send in the troopers.

Purchase KWSL

SALE of KWSL Lake Charles, La., by Alonso Stanford Dudley to the owners of WBOK New Orleans has been announced. Price is $45,000 and transfer in subject to FCC approval. New owners are Jules J. Paglin, Stanley W. Ray Jr., both 42.5% stockholders; Tom Gresham, 8%; Edward J. Prendergast, 5%; Roy Rhodes, 1.6%. Messrs. Paglin and Ray are 50% owners of WBOK. Mr. Gresham is commercial manager, Mr. Rhodes, program manager of KWSL. Mr. Prendergast is assistant manager of WBOK. Mr. Ray will be executive director of both stations. Messrs. Gresham and Rhodes will be co-managers of 250-w KWSL (on 1400 kc), which is affiliated with both Mutual and Liberty networks.

Advertisement

From where I sit *by* Joe Marsh

Our Bank Says "Help Yourself"

People around here seem to need lots of small change these days—what with candy, gum, cigarette and soft drink machines . . . pay phones . . . and those penny sales taxes.

Used to put quite a strain on our bank. Changing money took up a lot of time. Then the Chief Teller, Happy Wilson, read about another bank using a "help yourself" change system. The directors decided to see if it would work here.

They set out some big shallow bowls full of nickels, dimes and pennies with a sign saying "MAKE YOUR OWN CHANGE." *Works fine, too. At the end of the day the totals are never more than a couple of cents under—or over—the right amount.*

From where I sit, folks everywhere are pretty much alike, although they may *seem* different. Farmers and city folks, Republicans and Democrats, those who enjoy a glass of beer occasionally and those who prefer something else—we all usually try to live up to the trust others have in us.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

WLAV
Grand Rapids, Mich.
PROGRAM
CHARACTER
PROVIDES
CHARACTER
ADVERTISING

Dorothy Franke
WLAV's
Radio Neighbor

Dorothy intimately meets with West Michigan's housewives on her daily program. They know her . . . she knows them. Her audience knows and buys her sponsor's product.

LET JOHN E. PEARSON HELP SELECT YOUR POSITIONS NOW.

WLAV
AM FM
ABC
for
Michigan's Second Market

RECRUITING

Radio Shows Criticized

RADIO programming of the Defense Dept. — particularly the Army's identification with MBS' *The Shadow*—fell under the scrutiny of an economy-minded Senate last week.

The issue arose in connection with debate on a proposal to limit funds for military public information activities to $10,950,000 for the current fiscal year. The sum was recommended by the Senate Appropriations Committee in a move to curtail field information office activities of the Army, Navy and Air Force.

Sen. George D. Aiken (R-Vt.) inquired whether the funds covered radio programs aired for the "entertainment of the armed services." Sen. Joseph O'Mahoney (D-Wyo.) explained certain programs are arranged through Washington defense headquarters and would not be affected. The cut, he added, would apply to "radio services in the field," but also includes $1,200,000 for the department's Office of Public Information.

The budget estimate for 1951-52 calls for $15,622,903. The House allowed $12,300,000 and the Senate committee further pared it to $10 million-plus.

"I wonder whether the armed services are putting on too many radio programs. None of them seem to have any connection with military tactics," Sen. Aiken observed. At this point the Senator revealed that he used to be an avid listener of *The Shadow*, which had carried recruiting announcements.

"Much to my amazement, one day I started to listen to (it) and I found that the former sponsor had given it up, and that the armed services had taken it over," he explained, adding, "I have not listened lately to see whether that has continued."

Sen. O'Mahoney said materials before him listed *Time for Defense*, the *Air Force Hour* on radio and TV, and *Defense Report*—but no *Shadow*.

He asked: "Did I correctly understand the Senator from Vermont to say that he likes *The Shadow?*"

Sen. Aiken shot back: "I like *The Shadow* better when it is not paid for by the taxpayer . . . Some of the programs are getting a little out of the taxpayers' range . . ."

NABET Election

NATIONAL Assn. of Broadcast Engineers and Technicians (CIO) last week won the right to bargain collectively for engineers and production employes at WNBF-AM-TV Binghamton, N. Y. In an NLRB election NABET got 20 votes out of 32 cast. A total of 34 employes is involved. On Aug. 16 NABET won an election at WKOP Binghamton, forming a bargaining unit of engineers, announcers, newscasters and salesmen.

FROM the kitchen to the executive's chair is the capsule story of Franklin Tooke, general manager, WOWO Fort Wayne. Mr. Tooke was a foil for Jane Weston on the WOWO *Modern Home Forum* in 1941, helping to organize the program and serving as announcer (top photo). He moved on to become program manager of KDKA Pittsburgh and KYW Philadelphia before returning to WOWO as general manager. After years of "seasoning," Mr. Tooke is interviewed by (lower photo) Miss Weston on the still-popular forum show.

RECORDING SERVICE

Is Begun by KEX

NEW department known as KEX Recording Sales began operation at KEX Portland as of Sept. 1, according to J. B. Conley, KEX general manager. LaVerle Teed, with John Keating Studios, Portland, since 1942, has been named sales representative of the new commercial recording service.

All station facilities, including studios, engineers and producers, are coordinated into the service.

IMN EXPANDS

Adds 12 New Affiliates

ADDITION of 12 new affiliates for the regional Intermountain Network and plans for continued expansion were announced last week by President George C. Hatch at network headquarters in Salt Lake City.

The new additions bring the total of Intermountain affiliates to 39 and will enable the network to cover "the huge upland area between the Rockies and the Sierras all the way from the Canadian to the Mexican borders," Mr. Hatch stated. Wider regional coverage of news and sports, including Rocky Mountain football conference games, is planned.

New affiliates are:

KFEL Denver, KCSJ Pueblo, KOKO La Junta, all Colo.; KSET El Paso, Tex.; KRTN Raton, KFUN Las Vegas, KVER Albuquerque, KTNM Tucumcari, KICA Clovis, KGFL Roswell, KSVP Artesia and KOBE Las Cruces, all N. M. Previous 27 affiliates comprised stations in Utah, Idaho, Wyoming, Montana and Nevada.

According to estimates furnished by Lynn L. Meyer, vice president in charge of sales, the network will serve a population of 3,985,581 under current expansion. U. S. Bureau of the Census shows 1,017,750 radio homes compared to 50,000 TV sets in the coverage area. Total retail sales were $3,955,000,000 in 1950, according to census data.

WGBR POWER INCREASE

Goes From 250w to 1 kw

WGBR Goldsboro, N. C., boosted its power from 250 w to 1 kw last Tuesday. Vassie G. Balkcum is general manager.

Scheduled to be added to local salutes were tributes from WPTF WRAL Raleigh, WELS Kinston, WIAM Williamston, WRRF Washington and WMFD Wilmington, all in North Carolina.

WNYC New York recently announced preliminary plans for its Second Annual Art Festival scheduled for week of Oct. 14, when it will carry over 30 air time hours devoted to American art and artists.

A NEW TIME FOR
FEATURE FOODS
(SEE FRONT COVER)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

EX-DR. I. Q.

Returns to Air as Minister

THE REV. James W. McClain, radio's Dr. I. Q. from 1940-1946 who gave up a large income as an NBC star to enter the ministry, returned to the air Sept. 9.

Rev. McClain

He is to be heard Sunday 4 p.m. for 52 weeks over the 19-station Texas State Network in a 15 minute program, *Philosophy in the News*. The program originates at WFAA Dallas, a TSN affiliate.

As an Episcopal minister, Rev. McClain's main concern is serving God. He thinks that radio will help him reach that objective. In his present calling, Rev. McClain reportedly earns in a year what he formerly made each week when NBC carried his *Dr. I. Q.* program over 132 stations.

VOICE' CHANGE

Now Emphasizes Values

ANSWERING criticism over its program content, the Voice of America has switched emphasis of its overseas broadcasts from American luxuries to the qualities which have made a strong nation.

This change in tune was reported last Monday by Thurman L. Bernard, general manager of the State Dept.'s information and educational exchange program. Mr. Bernard cited "jealousy and anger" among certain Europeans over reports of American living standards. Congress also has been sharply critical.

The Voice, Mr. Bernard reported, is now stressing values of character, spiritual qualities, ideals and cultural life among U. S. citizens rather than possession of automobiles, refrigerators and radio-TV sets.

B&W ADDS

Two Jones' Accounts

THE NEWLY formed agency, Scheideler, Beck & Werner, New York, with an approximate $6 million billing to start, has been named by two more accounts effective Sept. 30. These are the Mellhenney Co. (Tabasco) and Wesson Oil and Snowdrift Sales Co. (MFB Quick-blend and Tavol), both formerly handled by Duane Jones Co.

Other accounts already announced are Manhattan Soap Co. (Sweetheart toilet soap), Blue White Flakes and Blue Barrel laundry soap; the food division of G. F. Heublein & Bro. Inc., Hartford, for A-1 sauce and A-1 mustard; the razor blade and firearms divisions of the Marlin Firearms Co., New Haven, Conn.

GRID SCRIPTS

Standard's Weekly Service

A COMPLETE weekly football program script is being released to all subscriber stations of Standard Program Library service by Standard Radio Transcription Services Inc., starting today.

Air-mailed each Monday, the script is for use as a 15-minute program preceding local games carried on the station, according to Gerald King, president of Standard.

Roughly following the various football conferences, Standard has divided the country into five districts in its distribution of the scripts, Milt Blink, Standard's vice-president in Chicago, pointed out.

"Stations in each section of the country will receive scripts with particular emphasis on the football news of the locale," he said. "In this way we plan to make these shows of even greater interest to the local station and its audience."

Standard Program Library includes transcribed music of over 60 colleges and universities which will be used in this series. Standard is considering the continuation of the series into winter basketball season, it was said.

CAB BOARD

Plans Free Radio Drive

DECISIONS on a campaign by Canadian Assn. of Broadcasters for an independent regulatory body for Canadian broadcasting and freedom of information now denied by unenforced regulations of Canadian Broadcasting Corp., were made at a meeting of CAB directors at the Mount Royal Hotel, Montreal, Sept. 12-13.

A report was given to the directors by CAB board chairman Malcolm Neill, CFNB Fredericton, and Jim Allard, CAB general manager, on attitudes and viewpoints of CAB member stations and especially of French-language stations. Under discussion also was the request of Western Assn. of Broadcasters at Banff on Sept. 1, asking CAB to press for discontinuance of annual listener receiver license [BROADCASTING • TELECASTING, Sept. 10] and resolution of Windsor (Ont.) Chamber of Commerce recently that no TV receiver license should be levied where there is no Canadian TV transmitter, as in the case of Windsor.

CBC Board Meet

FINANCIAL PROBLEMS of Canadian stations will be heard at the 77th meeting of the board of governors of Canadian Broadcasting Corp. at Radio-Canada Bldg., Montreal, Sept. 27-29. Share transfers of a number of stations, recapitalization of CJAT Trail, B. C., CHEX Peterborough and CKWS Kingston, are on the agenda. License transfers are being requested by CKFI Fort Frances, Ont., and CFDA Victoriaville, Que.

RCA TUBES

The standard of comparison

Two Veterans

RCA-5820 and RCA-5826 image orthicons . . . for outside and studio use, respectively . . . are seasoned veterans. Both tubes feature the same spectral response—approaching that of the eye . . . exceptionally high sensitivity . . . and better than 500-line resolution capability.

Your RCA Tube Distributor is an old campaigner, too, who grew up with the field. He talks your language . . . understands your problems . . . and is anxious to give you the best possible service on all of your tube requirements. You can count on his co-operation . . . and he's as close as the phone on your desk.

RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.

NARTB Dist. 2

(Continued from page 44)

never in the history of advertising killed any other medium. Certainly TV, powerful as it is, is not going to put radio out of business."

First problem confronting timebuyers in purchasing TV, according to Mr. Reuschle, is time clearance, whether network or spot. This TV seller's market "is not good for television as a medium and it raises cain with the buyer's digestion," he said. "Network orders have been cancelled and agencies have lost valuable clients due to unsatisfactory station clearance.

"Not until several years after the 'freeze' will a buyer be able to really pick and choose stations and time to suit his client's best needs. In the meantime, competition for time is keen and not always negotiated for according to the rules."

Second problem concerning TV timebuyers is centered around ascending rates for both time and talent, according to Mr. Reuschle. He said the declining cost-per-thousand for TV, from 94 cents in fall of 1949 to 48 cents in spring of 1951, has been reversed and latest figure is 51 cents. A large percentage of set sales, he continued, are based on trade-ins for larger screens.

Third problem of the buyer is lack of uniform station policies, he said. He referred to failure of some stations to respect network option time; double, triple and quadruple spotting, and clearance of time.

Mr. Reuschle cited several TV success stories: Westinghouse sold 872 $70 fans, $60,000 worth, on a *Studio One* commercial in Chicago; American Safety Razor Corp. bought TV in the fall of 1950 with sales in the doldrums and in less than two months the factory was working full speed and unable to meet the demand; Clark's Teaberry gum sales went up 46.2% in TV markets after a spot TV campaign in 13 medium-sized markets, with no sales increase in non-TV markets; Hood-Goodrich promoted canvas shoes for children on TV, with five out of six dealers saying youngsters insisted on the TV brand; Beverwyck Beer and Irish Cream Ale, sponsoring wrestling, a show in Schenectady, pulled 102,775 contest entries in a 13-week period.

UP-STATE ATTENDEES at NARTB District meeting (seated, l to r): Kolin Hager, WEAV Plattsburg; Walter Valerius, WELM Elmira; Andrew Jarema, WKOP Binghamton; Harold Cassill, WOSC Oswego; Simon R. Goldman, WJTN Jamestown; Stephen Ryder, WENE Endicott; Karl B. Hoffman, WGR Buffalo. Standing: Ralf Welpott, WGY Schenectady; George Bissell, WEAV Plattsburg. Meeting was held last Monday-Tuesday in Syracuse.

* * *

Registration at the Syracuse meeting included:

W. R. Alford Jr., WSYR Syracuse; Addison Amor, Lang-Worth Feature Programs, New York; Robert E. Anderson, WMSA Massena; A. N. Bender, WHAM Rochester; George W. Bingham, WKIP Poughkeepsie; George F. Bissell, WEAV Plattsburg; Frances H. Brinkley, WENE Binghamton; Robert J. Burton, BMI, New York; Matthew E. Carney Jr., WELM Elmira; W. W. Carter Jr., WTRY Troy; John Casey, SESAC, New York; Harold W. Cassill, WOSC Oswego; Larry Cervone, Gates Radio Co., New York; Joseph K. Close, WKNY Kingston; Edward Codel, The Katz Agency, New York; Ken Cowan, BROADCASTING • TELECASTING, New York; R. P. Doherty, NARTB, Washington; Nat V. Donato, C. P. MacGregor, New York; William Fay, WHAM Rochester; Harold E. Fellows, NARTB, Washington; George Field, RCA Thesaurus, New York; Robert W. Gifford, WFCB Dunkirk; Harry L. Goldman, WROW Albany; Simon Goldman, WJTN Jamestown; Kolin Hager, WEAV Plattsburg; Arvid Hamrin, Standard Rate & Data Service, New York; Michael R. Hanna, WHCU Ithaca; Jack Hardesty, NARTB, Washington; Ralph Hardy, NARTB, Washington; Lee Hart, BAB, New York; James W. Higgins, WWNY Watertown; Karl B. Hoffman, WGR Buffalo; F. L. Keesee, WMBO Auburn; Earl R. Kelly, WWNY Watertown; Frank W. Kelly, WBEN Buffalo; James J. Kelly, WFBL Syracuse; Jan King, WEAV Plattsburg; John D. Langlois, Lang-Worth Feature Programs, New York; Nathaniel Marshall, General Precision Laboratory Pleasantville; Cecil D. Mastin, WNBF Binghamton; Carl Mattison, WWSC Glens Falls; Thomas R. McHugh, WMSA Massena; W. H. Moon, BMI Canada; Robert B. Morgan, WMBO Auburn; Win Needles, World Broadcasting System, New York; Sol Paul, BROADCASTING • TELECASTING, New York; Robert M. Peebles, WKNY Kingston; L. L. Rogers, WNBF Binghamton; W. V. Rothrum, WSYR Syracuse; Stephen W. Ryder, WENE Endicott; Joel H. Scheier, WIRY Plattsburg; Alois A. Schmidt, WFCB Dunkirk; Alex Sherwood, Standard Program Library, New York; Kenneth Sparnon, BMI New York; Elliott Stewart, WIBX Utica; Robert Stone, SESAC, New York; Walter Valerius, WELM Elmira; Charles A. Wall, BMI, New York; R. W. Welpott, WGY Schenectady; Samuel Woodworth, WFBL Syracuse; Albert G. Zink, WRGB Schenectady.

KOWL BUSINESS

Negro, Spanish Spots Up

NATIONAL advertisers are growing more interested in specialized programs aimed at specific groups, according to Art Croghan, owner of KOWL Los Angeles. He attributed this increase in national accounts to a general rise in the number of specialized stations along with recognition of their merit and impact on audiences and sales figures.

KOWL emphasizes Negro and Spanish programs, aiming at the combined 750,000 population of those two groups in the Los Angeles area. Mr. Croghan said that among advertisers buying in Spanish on KOWL were Old Gold Cigarettes, Carnation Milk, Speery Flour, MJB Coffee, Eastside Beer, Maier Brew 102, Gallo Wine and Dr. Pepper. On Joe Adams' Negro disc-jockey show, advertisers include Old Gold, White King Soap, Manischewitz Wine, Royal Crown Hair Dressing and others.

FCC EMPLOYES

Archibald, Johnson

FCC LOST two employes last week through death. Roland M. Archibald, 52, of the Chief Engineer's office, died of a heart attack following his return from a month-long vacation. Frances C. Johnson, 44, was burned to death in a fire at her apartment. She was employed in the personnel division of the FCC.

Mr. Archibald joined FCC during World War II as supervisor of the FCC's Radio Intelligence Division at San Juan, P. R. He was monitoring officer in the Gulf States area, Field Engineering & Monitoring Service, stationed at Kingsville, Tex., before going to Washington headquarters in 1945.

NY Radio Courses

TWO courses in international broadcasting and television will be conducted by Arno G. Huth at the New School for Social Research this fall. Specialists in radio and television, representing the United Nations, American networks and principal international broadcasting services will participate as guest speakers.

Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0
SHARE OF RADIO AUDIENCE					
	B	C	WDEF	D	E
8:00 A.M.—12:00 Noon	9.3	12.2	33.5%	21.1	22.3

WDEF
CHATTANOOGA

1370 KC
5000 WATTS
Carter M. Parham, President

REPRESENTED BY BRANHAM

WHAT A "SPOT" TO BE
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN WISCONSIN

Bronco Ride Taped

A tape-recording of a 10-second bucking bronco ride was played for listeners of KVSO Ardmore, Okla. The recording was made by a bronco-rider who managed to hold a microphone in one hand while grasping a grass-rope rein in the other. Tape was played back as part of a 30-minute description of an upcoming fair. Incidentally, the bronco's name was "1240," which happens — just happens — to be KVSO's frequency.

DAY AT RACES

WPTR Host to Ad Execs

FOURTH and last "mass migration" of New York ad executives went a "day at the races" with executives of WPTR Albany fortnight ago at the Saratoga Race Track.

Among those in the part from New York were Jerry Lyons and Joe Weed of Weed & Co.; Dan Potter and Charlie Wiengert, of Benton & Bowles; Frank Kemp and Marty Hanson, of Compton Adv.; Dick Bean, of Pedlar & Ryan; Frank Silvernail, of BBDO; Jim Vance, of J. Walter Thompson; Helen Filber, of Doherty, Clifford & Benfield, and Pat Harknett, of J. M. Mathes.

White to Speak

FRANK WHITE, MBS president, has been selected to keynote the fall convention of the Alabama Broadcasters Assn. to be held at the U. of Alabama Oct. 12-13. As principal speaker, he will address ABA on "New Concepts of Radio Programming and Selling."

PLANS for covering the visit of Princess Elizabeth and the Duke of Edinburgh to Canada and Washington from October 2 to November 5 are now nearing completion by CBC. Two travelling teams of from eight to ten persons are being assigned to give fulltime coverage of tour. Broadcasts will be made for both Trans-Canada and Dominion networks, as well as the CBC French network, and all major events will be covered by CBC International Service.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

ECONOMIC THREAT

Grabhorn Hits Networks

NETWORK infiltration into the national spot field is threatening the entire system of broadcasting and radio's basic economic structure.

This charge was leveled at the networks last Wednesday by Murray Grabhorn, managing director, National Assn. of Radio and Television Station Representatives.

Mr. Grabhorn spoke before Boston Radio Executives Club at Boston's Hotel Touraine. Presiding was Edmund J. Shea, club president, and media director of James Thomas Chirurg Co.

Mr. Grabhorn declared that last year "the total revenue for times sales to networks amounted to about $121 million. Of this they paid their affiliates approximately 30% or roughly $36 million.

"National spot advertisers, on the other hand, spent nearly as much, about $120 million, and the stations retained about 70% of the total or roughly $84 million."

Trading a network's 30-cent dollars for national spot's 70-cent dollars places in serious jeopardy a large portion of the revenue of the network's affiliates as well as that of a thousand other independent stations, Mr. Grabhorn warned.

Recourse for Revenue

Independents are vitally affected, he pointed out, because they have but two sources to draw upon from their 100% dollar revenue—local and national spot, where as affiliates also have network revenue.

The basic pattern of American broadcasting since its inception, Mr. Grabhorn added, entitles the station operator to expect revenue from these sources, which must be kept in balance if proper income is to be maintained.

Commenting on trade press reports that his association is "mad" because the station representative's commission is by-passed, he remarked, "Peculiar arithmetic has been advanced in some cases to attempt to prove that the station actually netted just as much from the tandem plan, or the pyramid plan, or whatever flag it sails under, as if they received the same business on a national spot basis.

Doubts Networks Losing

"If such arithmetic were uniformly accurate for all stations," Mr. Grabhorn observed, "the network would be doing no more than breaking even on the whole deal at best, and more likely, losing money. That premise stretches my credulity of network altruism to a very, very fine line."

Station representatives do have a vital interest in the problem, he said, because "their job—for which the stations pay them a commission—is to secure as much national spot business for their represented stations as possible."

Since these stations represent all networks, the representative would have to make individual protests to each network and would be a single voice crying in the wilderness, Mr. Grabhorn declared.

It would be equally impractical, he added, for a single station or small groups to protest to their networks because they are not organized. Collectively, Mr. Grabhorn pointed out, association members represent 525 AM stations and 71 TV stations.

ABC NAMES COE

As Network News Director

WITH the promotion of John T. Maddigan to director of news and special events for the ABC television division [BROADCASTING • TELECASTING, Sept. 10], Donald B. Coe, director of special events for ABC radio network, was named to succeed Mr. Maddigan as director of news for the radio network of ABC.

Mr. Coe has been with ABC since 1944 as a fulltime war correspondent. Before that he was with United Press in Albany in 1935, and appointed to the UP foreign staff in 1942. Early this year, he was appointed to the post of director of special events for ABC.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK AUGUST 5-11, 1951
NIELSEN-RATING*

Current Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		(4.0)
1	Dragnet (NBC)	7.0
2	Big Story (NBC)	6.6
3	Romance (CBS)	6.3
4	Mr. District Attorney (ABC)	6.2
5	Godfrey's Talent Scouts (CBS)	5.9
6	Walter Winchell (ABC)	5.7
7	Pursuit (CBS)	5.7
8	Big Town (NBC)	5.7
9	Mr. and Mrs. North (CBS)	5.6
10	The Bickersons (NBC)	5.6
EVENING, MULTI-WEEKLY (Average For All Programs)		(2.3)
1	One Man's Family (NBC)	4.6
2	News of the World (NBC)	4.0
3	Lone Ranger (ABC)	4.0
DAY, SUNDAY (Average For All Programs)		(1.7)
1	True Detective Mysteries (MBS)	3.7
2	Martin Kane, Private Eye (NBC)	3.3
3	Old Fashioned Revival Hour (ABC)	2.7
DAY, SATURDAY (Average For All Programs)		(3.9)
1	Armstrong Theater (CBS)	6.3
2	Grand Central Station (CBS)	5.5
3	Alias Jane Doe (CBS)	5.4

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright by A. C. Nielsen Co.

KLX

LEADS ALL

OAKLAND-

SAN FRANCISCO

INDEPENDENT

Radio Stations

9 OUT OF 12

Hooper Periods!

Hooper Share of Audience, May-June, 1951, Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by BURN-SMITH., INC.

Open Mike

(Continued from page 16)

development of Union College, has been editorializing and campaigning over WSNY for good government, a clean-up of local crime conditions and investigation of undue political influence for some time. Then the lid blew off. . . .

Here's a challenge to radio. Our hometown community radio stations can make news, make history, and make the most fascinating radio listening of our generation by merely "operating in the public interest."

How? It's not difficult. No community is free from the taint and suspicion of crime and its close association with some politicians. You, we in radio, should blast it wide open and then continue to be the guardians of clean, effective government. . . .

You can do it with one good man who is free of political ties and who has the intelligence and guts to do the job.

Winslow Leighton
Pres. & Gen. Mgr.
WSNY Schenectady, N. Y.

In the Army Now

EDITOR:

We are presently in the process of setting up a radio section in our Public Information Office, and as we are starting from scratch we have a limited amount of necessary material to operate with.

Much to our delight, we discovered a copy of one of BROADCASTING • TELECASTING's yearly radio station maps. However, it was a few years old and quite dusty. Neither do we have any kind of a current list of AM and FM radio stations in the U. S.

Would you be so kind as to let us know how we can obtain a copy of the current map and YEARBOOK for our use here? . . .

Everett A. Day, SFC
Public Information Office
Fort Lewis, Wash.

[EDITOR'S NOTE: A current map and a YEARBOOK have been drafted and should report for duty at Fort Lewis within a week.]

* * *

California Pioneers

EDITOR:

I certainly join with you in your editorial sentiments of the Aug. 27 issue, praising the initiative of the Detroit and Tulsa broadcasters in getting together to promote radio cooperatively.

As you know, our Southern California Broadcasters Assn. pioneered this type of joint effort several years ago, even to the extent of hiring a full-time managing director. Later this month, we are expanding our local promotion of the medium to the national spot field by sending Bob McAndrews, the gentlemen referred to, to carry a basic presentation on Southern California Radio to time buyers in four key eastern cities.

All of us broadcasters out here join with you and Bill Ryan of BAB in hoping that the germ of regional joint promotion will infect more and more additional areas.

W. J. Beaton
General Manager
KWKW-AM-FM Pasadena

* * *

Don't Throw That Shoe

EDITOR:

Have you any information on "Be Kind to Announcers Week"?

M. Hawkins
Chicago

[EDITOR'S NOTE: Announcers we know don't crave kindness—just money.]

* * *

Right Baby, Wrong Pop

EDITOR:

Read the latest edition of BROADCASTING [and] an OPEN MIKE Editor's Note which credits World Broadcasting System with the origination of the phrase, "Wherever you go, there's radio." This is incorrect.

This phrase was originated by Art Gloster, CKLW, of the United Detroit Radio Committee, July, 1951 . . . was adopted by United Detroit Radio Committee as official slogan Aug. 13 . . . The United Detroit Radio Committee does not have the phrase copyrighted. It is open to use by anyone in the radio industry who cares to take advantage of it. . . .

Leo Gutman requested permission to use the phrase in World publicity and promotion. . . .

Hal Neal
WXYZ Detroit
Chairman
United Detroit Radio Committee

FOOD DEALERS

WSAI Entertains Wives

WHEN you want to cement public relations with convention hosts, it's a good idea to play up to the little woman as well. WSAI Cincinnati has found it pays off in good will.

The station staged a fashion show in its studios for the wives of food retailers attending the Kentucky State Convention. The program was part of an effort to cooperate with the Northern Kentucky Independent Food Dealers Assn., convention hosts, in planning its entertainment program.

The fashion commentary was delivered by Peg Sherwood, star of the WSAI *New Will Lenay Show.* Refreshments were served by the station's advertisers and the studio was turned over to the visiting women for their own meeting. Fashions were supplied by McAlpin's department store and models by the Patricia Stevens School of Modeling.

WEMP STOCK

WTCN Buys 45% Interest

IN A CORPORATE reorganization 49.5% interest in WEMP Milwaukee has been sold for $148,500 to WTCN Minneapolis and Andrew Spheeris, Milwaukee theatre owner.

Control of WEMP remains in the hands of present owners, including ex-Sen. Robert M. La Follette and Glenn D. Roberts.

Two classes of stock are set up by the reorganization. The present owners acquire all the Class A holding, representing 50.5% interest. The Class B stock is acquired by the new owners, WTCN receiving a 45% interest in WEMP and Mr. Spheeris acquiring 4.5% interest. Class A stockholders will elect six directors, Class B three directors.

Since the reorganization involves no change in control, WEMP has asked FCC to approve the transaction without requiring the submission of a transfer application.

WEMP is an applicant for TV in Milwaukee. In the event it gets a TV grant, all stockholders agree to double their investment. If additional money is needed, WTCN has agreed to supply it—up to $200,000 according to unofficial reports.

Went Through Hearings

WEMP operates with 250 w on 1340 kc. It went through the Milwaukee TV hearing in July and August 1948 when there were four applicants for the then three available channels. Upon the withdrawal of one applicant, the remainder petitioned FCC for immediate grants. But, before the Commission acted on the petition, the TV freeze was imposed.

WTCN is owned by Mid-Continent Radio-Television Inc., which also operates WTCN-FM and WTCN-TV. It is owned 50% by the *St. Paul Dispatch* and *Pioneer-Press* (Ridder Publications Inc.) and 50% by the Minnesota Tribune Co. The Ridder family owns KSDN Aberdeen, S. D.; KILO Grand Forks, N. D.; WDSM Duluth-Superior. The Ridders also publish the *New York Journal of Commerce, New York Staats-Zeitung* and *Herold, Duluth Herald* and *News-Tribune, Aberdeen* (S.D.) *American* and *News, Grand Forks* (N.D.) *Herald,* and have a minority interest in the *Seattle Times.*

Mr. Spheeris owns the Town Theatre in Milwaukee among other houses and recently won a treble-damage suit under the anti-trust laws against certain major producers.

In This Two TV Station Market Served by Four TV Networks

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

24.2% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, *than in any previous 12-month period . . .*

. . . local advertisers spent more money for time on WOC during this period, **14.4%** *than in any similar 12-months . . .*

Men who buy advertising at the local level . . . *the cash register level* . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their *cash register level*—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

WOC
THE QUINT-CITIES AM - FM ALSO TV
DAVENPORT, IOWA

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.

REACHES 93,217 RADIO FAMILIES

WEOK
POUGHKEEPSIE

REPRESENTED BY DEVNEY

TELECASTING

HOW DO YOU WEIGH A TV SPOT?

The TV Division of the Petry Company has all available data on set saturation, mail pull, ratings, results, and the other factors which add up to the answer: "How hard will a certain TV show sell?"

Let us put these facts to work—to help you get the heaviest impact per SpoTV dollar in these twelve important markets.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

TO SAVE YOUNG LIVES

To encourage safety among the young people of Lancaster and surrounding communities WGAL-TV presents a safety program every Saturday. The two featured programs, "Safety on the Highways" and "Meet Your Guardians of Safety" are scheduled on alternate Saturdays in cooperation with the Lancaster Automobile Club.

An incident that happened on the "Safety on the Highways" show indicates the large audience these programs enjoy. Recently, Sgt. Herman A. Reis of the Columbia, Pennsylvania sub-station of the Pennsylvania State Police began his program with a story about a little girl who had been seriously injured when she was struck by a truck a few days before. He mentioned that she was in a Sunbury, Pennsylvania hospital and was very much in need of cheering up. Within a few days, little Elizabeth Beatty had received more than twelve hundred cards from viewers throughout Eastern Pennsylvania who had heard her story.

Cheered by the 1200 cards she received as a result of this one program, Elizabeth Beatty manages a great big smile.

WGAL-TV *presents this public service program as one of many in its constant endeavor to render outstanding service to the people of the communities it serves.*

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station • Clair R. McCollough, President

NBC TV-AFFILIATE

WGAL AM TV FM *Represented by*

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

SEPTEMBER 17, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TV ADVERTISERS BALLOT

PURCHASES ARE WELL OVER '50

TIME sales of TV stations and networks will run well ahead of last year, according to results of the TRENDS survey of national advertisers.

While many advertisers are loath to disclose their plans, enough returns were received to give general indications of the autumn-winter trend.

No signs of disillusionment with TV's dual visual-aural appeal have appeared, contrary to frequent predictions made a year ago as the cost of TV campaigns pointed upward. TV advertisers, obviously, are getting results from the medium and this is reflected in their video budgets for the autumn-winter season.

An interesting element in the upward trend found in the questionnaire analysis is centered in the extent of budget increases. In practically every case the TV budgets are increasing more than 20%, occasionally as much as 100% and 200%. Apparently when advertisers get their feet wet in the visual medium, they're in television to stay—and in a big way.

Only a tiny proportion of TV sponsors plan to reduce budgets during the season. Nearly half of those responding to the questionnaire plan to spend about the same amount in TV as they spent a year ago. A little over half plan to enlarge their budgets.

Largest increases naturally were found in advertisers spending more than $1 million in the electronic media. Of this group, only two advertisers said they planned to cut their TV expenditures compared to a year ago. Those increasing their budgets are drawing all or part of the increase from radio, in some cases, but many are bringing in new money for added TV costs or taking it from printed media budgets.

Television network and spot are sharing equally in the expanded budgets, the questionnaires show. Largest increases appear in the proprietary - cosmetic, food and tobacco lines though these trends should not be considered conclusive since the questionnaire cross section may not be typical because of the relative size of the sample in the case of advertisers spending over $1 million a year in TV and radio.

Some of the new money going into television this season will be devoted to daytime network and spot schedules, which have been coming into their own since the first of the year.

The questionnaire returns confirm BROADCASTING • TELECASTING's 1950 forecast that TV's upward trend would continue unbroken this year. The findings bear out the prediction that well under a majority of national advertisers would cut into their broadcast dollars to finance use of television [BROADCASTING • TELECASTING, Dec. 25, 1950].

International disturbances, acute for more than a year, haven't hurt either television or radio to any considerable extent. Advertisers are going ahead on a business as usual basis. They haven't been seriously affected, thus far, by shortages of materials but some signs appear that defense production will start cutting into basic products used in the manufacture of consumer goods.

Diversion of radio money into television hasn't taken place to any important extent despite figures published by organized national advertisers which are designed to show brutal declines in radio listening in areas served by televison, judging by the questionnaires.

TV AGENCIES BALLOT

83% PLAN INCREASED BILLINGS

EIGHTY-THREE percent of advertising agencies placing television time will increase their billings this autumn in comparison with a year ago, according to the TRENDS fall forecast.

Based on questionnaires from agencies of all sizes in all parts of the nation, the TRENDS study shows that 6% of the agencies will spend the same amount as last year for television schedules and 11% will reduce their billings.

Strongest showing in the TV medium appears in the local field, with 84% of agencies reporting they would increase local billings. Sixteen percent reported they would hold the same mark. None of the returns showed intent to cut local buying this autumn.

Almost as firm was national spot. This fast-growing portion of the TV industry will continue its spectacular growth, judging by the replies. Eighty-one percent of agencies said they planned to spend more money on national TV spot this fall, the other 19% planning to toe the same mark. As in the case of local TV there were no instances in which agencies planned to reduce spot expenditures.

This characteristic upward trend in television also appeared, though not to such a spectacular extent, in network buying. Of the responding agencies, 53% said they planned to increase TV network expenditures, 26% said they would maintain the 1950 pace and 21% said they would reduce network TV purchases. It was believed some of the billings lost to network TV would be moved to television spot or radio time.

By far the largest share of TV questionnaire respondents are located in New York City. The analysis shows also that the bulk of the agencies using video on a large scale are in the $5 million-$10 million bracket (total TV and radio billings).

Scanning of the questionnaire replies shows the increases in TV billings will be concentrated in the 20-100% bracket. In two instances the increases are 150%. On the other hand there are isolated cases where TV budgets will be sharply reduced, though some of this money remained within the medium through transfer from network to spot or vice versa.

Several heavy advances in billings appeared in the Far West, particularly among agencies billing less than $1 million in total TV-radio time.

If any portion of the TV medium is starting to lose its effectiveness, the symptoms cannot be detected in the questionnaire returns. New York agencies continue to be highly TV-conscious but the survey shows inland and Pacific Coast timebuyers even more enthusiastic about the medium.

Some of the increase in network TV billings is traced to higher network and station card rates as well as to expansion of schedules with growth of AT&T's relay facilities.

Agency comparisons of television billings this fall compared to fall of 1950 (percentage of questionnaire replies):

	Up	Down	Same
Network	53%	21%	26%
National Spot	81	..	19
Local	84	..	16
All Television	83	11	6

TV STATIONS

BALLOT

AVERAGE BILLINGS UP 39%

BILLINGS, for the average television station, are up 39% this fall over those in the fall of 1950.

Business is better in every category—network, national spot and local.

The revenue from local business shows surprising strength with the typical station getting a bigger share of income from that source than from either of the other two.

These facts were among those gathered by a TRENDS survey conducted by BROADCASTING • TELECASTING among television station executives. Response to the television section of the overall Fall Business survey was of sufficient volume to insure an accurate sample.

While the average station showed an increase in overall billings this fall of 39% there were a few stations that did not fit into the national pattern. About 5% reported a small drop in billings over those last year. Most of these stations were located in the west and midwestern sections of the country.

Most stations in the east and southeast reported increases, with some ranging as high as 200%, although such isolated cases were not included in the TRENDS averages. Best business was reported by stations in the New York area where the average billings were up about 55% over those a year ago. Since New York is one of the long established television markets these averages seem significant.

In the local business category all television managers reported business with retail stores as brisk. Average station reported billings up 41% over the fall of 1950.

Generally local business followed the same pattern as overall billings, with the east and southeast reporting better local business than the midwest and far west sections of the country.

A small number of stations (about 4%) reported decreases in the local category ranging as much as 5% while another 4% of stations reported local business about the same as last year. All of the stations reporting the same or decreased local business were in the midwest and far west areas.

Managers reported they expected increased business this fall from a diversified list of local advertisers. Most often mentioned were department stores, beer and beverage concerns, clothing stores and automobile firms. These were followed closely by appliances, auto accessories and food advertisers. There were indications that furniture and drug advertising would be better than 1950.

Some managers expected to see a decrease in jewelry and television receiver advertising. General feeling seemed to be, however, that all local retailers would advertise on television as much as they did last year with many increasing their television appropriations.

In the national spot field the average television station expected increases in billings of 38%.

Again in this category a difference in sectional business was noticeable with the east and southeast expecting better business than those in the midwest and far west. One New York station optimistically predicted an increase of 400% in national spot billings this fall and, while such excessive figures were not used in forecasting averages, other stations managers reported substantial increases.

There was considerable diversification of opinion among station executives on what classifications of national spot would show the most increase. Some managers answered this question with the broad statement that "all" classifications of national spot billings would increase.

Others indicated they felt the biggest increases would be in food and drugs, soaps, cosmetics and household goods classes.

The future course of national spot automobile advertising was argued pro and con with the preponderance of executives feeling that this classification might show a decrease this fall due to higher prices and a reduction in the number of prospective customers.

Other managers argued that auto advertising on a national spot scale would increase. In the local business category, mentioned above, the consensus seemed to be that local automobile dealers would use television extensively.

The network picture continued bright with the average station manager expecting an increase of 35% in network billings. Here again the sectional difference noted in the local and national spot divisions was noticeable with the most optimistic reports coming from the east and southeast.

General feeling seemed to be that present network advertisers would continue using television and would increase their budgets partly due to higher rates and partly to expand schedules. With coast-to-coast network television just coming into use no manager felt willing to predict what effect it would have on network billings generally.

Several interesting trends were noted in answers to a question asking managers to compare the division of gross revenue received from local, national spot and network for the past six months with that which they expect from the same three sources this fall.

The average manager felt that there would be a smaller percent-

(Continued on page 105)

TV REPRESENTATIVES

BALLOT

ONLY PROBLEM: FINDING ENOUGH TIME

TV REPRESENTATIVES report business is booming on the stations they represent with most major market stations sold out in spite of recent rate increases.

An average for representatives across the nation shows billings up 93% over those a year ago. Several firms report increases of as much as 300% over a year ago and not one firm reported a decrease.

Increased billings in television spots is almost universal among representatives.

These conclusions were reached from study of the TRENDS questionnaire that was sent by BROADCASTING • TELECASTING to a selected sample of television representatives.

One New York representative with substantial billings reported four of the TV stations he represents have 187 different national accounts on them while the average AM station has only five such advertisers.

Nearly every executive queried mentioned the shortage of suitable time and several mentioned constant inquiries for television spots that could not be satisfactorily filled.

Only exception to the general rule of "sold out" came from the smaller markets where choice time is still available in some areas.

Categories showing an increase in television purchases included tobacco, soap, drugs, food, jewelry and beer with tobacco leading the list.

Some tendency was noticed toward switching of cigarettes from radio to television although many representatives (see story page 28) had listed tobacco firms as spending more money for radio this fall than they did last year.

Categories buying less television time than they did at this season last year include automobile manufacturers and wine firms.

The interest in the time classification "one minute or less" was nearly universal. An average of all representatives reported a 64% increase in billings in this category this year as compared to last. Some reported increases of as high as 250%.

In the more than one minute but less than five minute category increases were reported by all but a very few representatives. Ninety-five per cent of the representatives reported increased billings in that category this fall averaging 30% ahead of last year.

Interest in programs running more than five minutes was good. About 90% of the representatives answering questionnaires reported an increase. The average increase in billings for this classification was 52% over billings for 1950 at this time. Only 8% of the representatives reported a decrease in this type of billings.

The increase in billings is due in some measure to rate boosts by television stations during the past year and to additional time on the air. Many stations were "sold out" at this time last year but were operating on a much shorter schedule.

ALLOCATIONS

More 'Paper' Floods FCC

SECOND GROUP of city-by-city TV allocation filing last week laid before the FCC the vexing proposals and counter-proposals affecting such cities as Pittsburgh, Wheeling, Erie, Louisville, Huntington, Cincinnati and Columbus.

The number of filings in the Commission's "paper" allocation proceeding from the initial Aug. 7 Allen B. DuMont proposals [BROADCASTING • TELECASTING, Sept. 3] reached a total of more than 350—of which more than 100 came in last week.

Pittsburgh applicants asked the Commission to assign Channels 4 and 9 to that city—the latter from Wheeling.

Wheeling Opposition

Strenuous objections were filed to this plan by Wheeling interests, particularly Fort Industry's WWVA. Objection to the move of Channel 4 to Pittsburgh was voiced by Crosley's WLWC Columbus, which operates on Channel 3, but which the FCC proposes to move to Channel 4. It claimed Pittsburgh is only 162 miles from Columbus, thus being less than the minimum 180 miles recommended by the FCC for co-channel operation.

The Pittsburgh situation grows out of the fact FCC proposes to assign only VHF Channels 2, 11 and 13 there, with Channel 13 reserved for education operation. Since Channel 2 is reserved for the existing DuMont station WDTV (TV), now operating on Channel 3, that would leave only a single VHF channel available for the present seven applicants.

Although FCC proposes two UHF channels to Pittsburgh, engineering evidence was submitted to show UHF could not serve the area properly due to its hilly, rough terrain.

In Erie, the suggestion of WERC there that WICU (TV) be assigned to a UHF channel and its VHF Channel 12 be reserved for education, aroused the opposition of the *Erie Dispatch* station.

If the WERC recommendation is premised on the policy of not intermixing VHF and UHF in the same localities, the WICU brief asserted, the FCC will have to radically revise its allocation plan.

In 162 top U. S. markets, WICU pointed out, 115 have VHF and UHF channels intermixed under the FCC proposal. That is 71% of those top cities, it said.

Comparison of Louisville's piece of the TV spectrum and other cities similar in rank was used by WKLO there is a bid for an additional UHF assignment.

Ranking as the 25th city in U. S. sales and population, Louisville will only get two VHF and two UHF channels, WKLO explained. One of the UHF channels is reserved for educators, it was pointed out, thus leaving only a single UHF channel available. The two VHF channels are already occupied by WAVE-TV and WHAS-TV.

This compares, it said, with Dallas, ranking 24th, with three VHF and two UHF; Denver, 26th, with four VHF and two UHF; Birmingham, 27th, with three VHF and two UHF; Indianapolis, 28th, with three VHF and two UHF; San Diego, 29th, with three VHF and three UHF channels.

WKLO reported it was going to amend its present Channel 13 application to ask for UHF Channel 41, the channel it is asking be assigned to Louisville.

Reasons for objecting to the FCC-proposed change of its frequency from Channel 5 to Channel 8 was given by WSAZ-TV Huntington. It would rather be shifted to Channel 3, it said.

There are more than 50,500 TV sets in its area, the station reported. All have low-band VHF antennas. If it must change to Channel 8, Huntington viewers will have to buy highband VHF antennas.

At an estimated $20 per installation, WSAZ-TV averred, that would cost the public $1 million.

Cost of shifting existing operation from Channel 5 to Channel 8 was estimated by the station at $38,540. It could shift to Channel 3 for $23,000, the station said—another reason for protesting the FCC proposal.

Community TV Effect

What the proposed shift to Channel 8 would do to the seven community-TV installations in the area could not be determined, WSAZ-TV reported. It listed the following such installations: Rainelle, Williamson, Montgomery, Logan, W. Va.; Prestonburg and Paintsville, Ky.

In a community-TV setup, local interests erect a TV antenna atop a nearby hill or mountain, pick up a TV signal from the nearest station or stations, feed it to paying subscribers via coaxial cable down the mountain side from the highly sensitive receiving antenna.

Both WHTN Huntington and WCMI Ashland, Ky., filed objections to the Ohio State U. proposal to move Channel 13 from the Huntington-Ashland area to Columbus.

Major Cleveland stations banded together and asked the FCC to assign more UHF channels to that city. Cincinnati stations asked that Channel 13 be moved from Indianapolis to the Ohio city, drew oppositions not only from Indianapolis interests but also from other cities affected by the plan.

NEW TV BIDS

KFBC Files for Cheyenne

ONLY new TV application received by FCC up to Thursday last week was filed for Cheyenne, Wyo. by KFBC there.

KFBC requested Channel 13 with visual power of 2.56 kw, from 189-ft. antenna. Estimated construction cost is $171,217 and expected first year operating cost is $96,000.

New developments on the trend to higher power for TV stations [BROADCASTING • TELECASTING, Sept. 3] included FCC grant of WFMY-TV Greensboro, N. C. request for 5 kw transmitter output power, increasing its effective radiated power tenfold from 1.6 kw to 16.27 kw.

WBEN-TV Buffalo was granted special temporary authority to increase its output from 85 w to 4.8 kw, affording maximum ERP of 30 kw (under current regulations).

WTTV Bloomington, Ind. also received temporary authority to increase its output to 2 kw from 1 kw, continuing to maintain same ERP of 6.38 kw. Station will soon request another temporary grant to allow it to radiate 12.8 kw from its present 200 ft. antenna site.

Scranton Times application for new TV station in Scranton, Pa. has amended last week, switching from VHF Channel 11 to UHF Channel 16. *Times* also wants to boost its ERP from 2.61 kw visual to 200 kw from a 1,241-ft. antenna.

ADVISORY COUNCIL

Is Formed by KING-TV

FORMATION of a television community council was announced last week by KING-TV Seattle. The council was formed at the request of KING to assist the station in its efforts to serve the educational and civic needs of the community.

Otto Brandt, vice president and general manager of KING, said:

"Here is an example of voluntary action taken by a television station, which illustrates the fact that legislation is not needed to have stations become an integral part of the community."

The council is headed by Mrs. Raymond B. Allen, civic leader and the wife of the president of the U. of Washington. Activities of the group have already gotten underway in connection with a weekly series of programs to be presented by KING-TV beginning Oct. 1. In addition to Mrs. Allen, the group is composed of eight educational, civic and religious leaders.

Supports Hill TV

"THE PUBLIC has a legitimate interest in the activities of Congress. Therefore the televising of open sessions of our law-making bodies may not be legally barred," David M. Solinger, attorney and lecturer in the New York U. Division of General Education, said last week. Mr. Solinger announced he will include a review of such contemporary problems in a special 15-week course at N. Y. U.

CLEVELAND television applicants have joined forces to request five new UHF channels for the Cleveland area. Four stations—WGAR WHK WJW and WERE Cleveland—are cooperating. Three VHF channels (WNBK, WEWS and WXEL) now serve the area. FCC has proposed only two new UHF channels. One of these outlets would be reserved for an educational station. Meeting of station managers and engineers also proposed a channel for education. Seated (l to r) are engineers William Hutton, WGAR; Ralph deLany, WHK; Carl Smith, United Broadcasting Co. stations (WHK); M. L. Snedeker, WERE; E. K. Ackerman, WHK; Robert Fox, WGAR, and Leo Lippert, WERE; standing (l to r) William Lemmon, station manager, WJW; John F. Patt, president, WGAR; H. K. Carpenter, UBC (WHK) head; K. K. Hackathorn, manager, WHK, and Bob Neal, manager, WERE.

THEATRE TV PROBE

Held Possible in Senate

A PROBE into practices which conceivably could "monopolize the transmission and showing by television of events of national importance" loomed in the Senate last week.

In a move opposing limited telecasting of sports, entertainment and "other events"—and particularly theatre telecasts of boxing matches—Sen. Robert C. Hendrickson (R-N. J.) called on FCC, Dept. of Justice and Federal Trade Commission to exercise present authority to cease such practices.

In his proposal (S Res 208), introduced last Wednesday and referred to the Senate Interstate & Foreign Commerce Committee, the Senator did not request *per se* an outright investigation. But he asked the three government agencies to "advise" the upper chamber on additional legislation which would be needed to remedy the situation.

Specifically, he resolved that the government take action "to prevent repetition of this practice of limiting telecasting of events of national importance to those members of the public who can afford to pay . . . and who are able to be present at the selected places where such telecasts are available. . . ."

Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, was reluctant to comment on the resolution pending further study. But he did say "the resolution is very interesting and timely and one to which our committee will give its full consideration."

Sen. Johnson added that he presumed the exclusive theatre showing of the Ray Robinson-Randy Turpin fight Wednesday evening was "private property."

Sen. Johnson has, from time to time, expressed interest in the progress of the theatre TV. But he has never commented publicly on the pros and cons which currently dominate the controversy between telecasters on the one hand and the International Boxing Club on the other. The issue also has been posed by the Fair Television Practices Committee.

FCC Position

If hearings should be called before the Senate adjourns—tentatively set for Oct. 1 or a short time later—the FCC probably would remain non-committal at the outset, it was felt. FCC has set hearings on theatre telecasting for Nov. 26 (see separate story).

In requesting that a "check be placed upon" alleged monopoly practices, Sen. Hendrickson observed that "millions of sports-loving people in America" and "many hundreds of wounded, sick and hospitalized veterans" would be deprived of watching telecasts of the Robinson-Turpin world's championship fight.

He added:

The resolution is intended to set in motion the machinery of our federal agencies. . . . (This) is boxing—tomorrow it may encompass the entire field of sports, entertainment, and all other events of national and international import. . . . I feel strongly that the members of the Senate cannot afford to have the tentacles of monopoly reach out and deprive our people of the privileges which should rightfully be theirs."

Sen. Hendrickson also quoted Abe J. Green, president of the National Boxing Assn. and state commissioner for New Jersey, as feeling sympathetic to the problem as it affects hospitalized veterans.

Rep. Pat Sutton (D-Tenn.) protested denial of radio and TV coverage of the fight. He told the House of Representatives Wednesday the situation "must be cured" and proposed that the Interstate Commerce Committee investigate the situation "in an effort to give the American public the right to which they are so justly entitled." He said theatres carrying the fight had "monopolies."

Proposed legislation to prevent

(Continued on page 104)

Richfield Films

EXCLUSIVE distribution rights for all George Richfield film productions have been granted to the Sterling Television Co., New York, it was announced last week. Available films include 13 half hours of *Enchanted Music*, a 1951 production new to television which features the 104-piece Berlin symphony orchestra and European artists in classical selections. Also listed are 10 feature Westerns starring Bob Steele and Fred Scott, 13 half-hour puppet programs for children and a number of symphonic shorts.

STANDARDS

NARTB Code Work Continuing

WRITING of standards for TV programming and advertising moved forward last week as the NARTB resumed committee meetings covering the code of practices for the video industry.

Provisions covering advertising practices were discussed Thursday at a Detroit meeting held by a subcommittee headed by Walter J. Damm, WTMJ-TV Milwaukee. Thad Brown, director of NARTB's TV organization, attended the meeting.

The committee handling education, culture, children's programs, acceptability and decency is scheduled to meet today (Monday) in New York. Chairman is Davidson Taylor, NBC. Arrangements were being made for a meeting tomorrow of the important observance committee, headed by Paul Raibourn, KTLA-TV Los Angeles.

Work of these committees will be reviewed by the full standards committee at an Oct. 2 meeting in Washington. This group hopes to have the standards ready for a meeting of the full NARTB TV membership, slated Oct. 19 in Chicago.

The NARTB TV board, meeting at Virginia Beach, Va., Sept. 6-7, praised the standards committee for its rapid progress [BROADCASTING • TELECASTING, Sept. 10]. The committee was formed in late July with Robert D. Swezey, WDSU-TV New Orleans, as chairman.

In the final hours of the meeting the board approved expansion of the TV organization's service to give advertising aids to members, similar to functions of Broadcast Advertising Bureau.

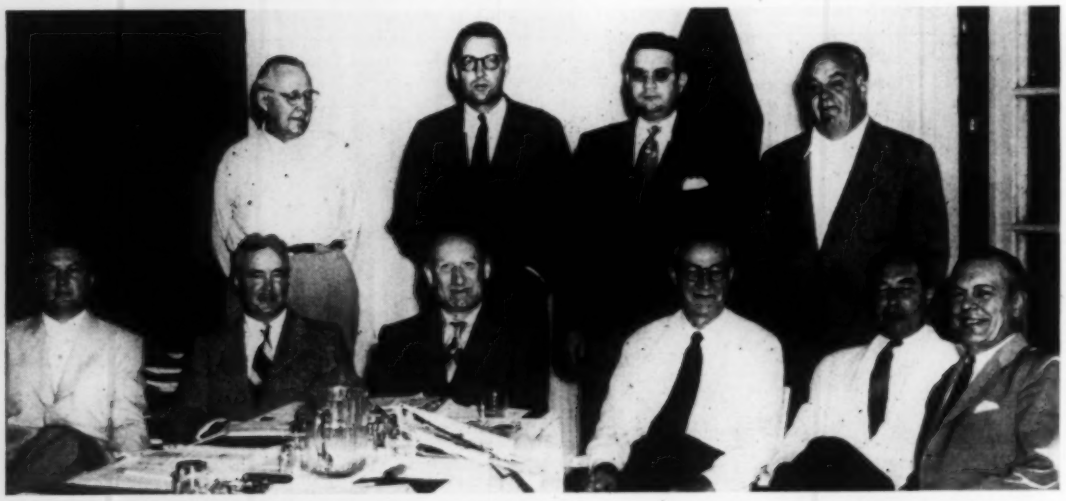
The board expressed belief that such matters as the Illinois Broadcasters Assn. opposition to reservation of channels for educational use should be left to the discretion of state and local broadcaster groups. It was felt NARTB is nationwide and not conversant with varying regional situations and policies.

It was decided all NARTB AM members who have applied for TV licenses, and all other bonafide TV applicants, may subscribe to the association's television services. Rate will be $25 a month, it was said, with minimum six-month subscription.

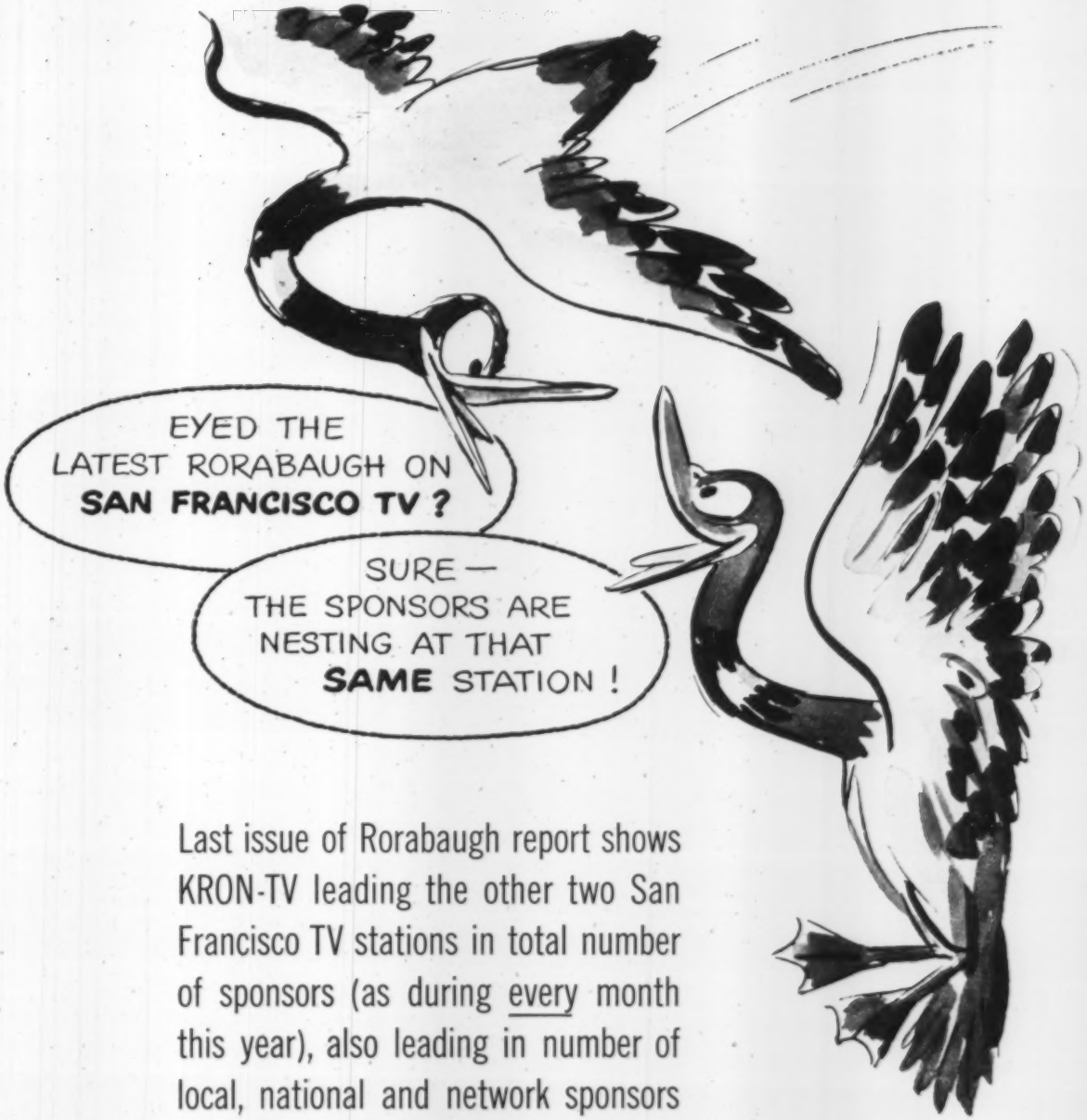
Achievements of the Television Engineering Committee in the field of standardization were praised by the board, with Neal McNaughten, NARTB engineering director, singled out for special praise.

Importance of association members in the TV organization was emphasized by the board, which pointed out that film firms and others can't attend district meetings or exhibit at annual NARTB conventions unless they are members.

Opposition to theatre TV was voiced by the board where theatre services interfere with video relay and remote facilities.



CENSORSHIP and code problems were tackled by NARTB TV Board at Sept. 6-7 meeting, held at Cavalier Hotel, Virginia Beach [BROADCASTING • TELECASTING, Sept. 10]. Seated (l to r): Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Eugene S. Thomas, WOR-TV New York, chairman of TV board; Justin Miller, NARTB board chairman-general counsel; Robert D. Swezey, WDSU-TV New Orleans; Harold E. Fellows, NARTB president. Top row: C. E. Arney Jr., NARTB secretary-treasurer; Thad Brown, NARTB general counsel; W. D. Rogers Jr., KEYL (TV) San Antonio; Frank M. Russell, NBC.



Last issue of Rorabaugh report shows KRON-TV leading the other two San Francisco TV stations in total number of sponsors (as during every month this year), also leading in number of local, national and network sponsors ...which again "goes to show" that...

KRON TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

....puts more eyes on **spots**

Represented nationally by FREE & PETERS, Inc. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco.

SURE, HILLBILLIES ARE CORNY . . . . BUT THEY LOVE 'EM IN SYRACUSE!

MEET "THE OZARK MT. BOYS" ON WHEN DAILY FROM 4:30 TO 5:00 P. M.

JUST ONE $40 "OZARKS" PARTICIPATION SOLD $4,500 WORTH OF T-SHIRTS FOR A RECENT **WHEN** ADVERTISER!

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT THE OZARK MOUNTAIN BOYS TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

OWNED BY THE

MEREDITH PUBLISHING CO.

THEATRE TV CHANNELS

Ready FCC Case

ALL SEGMENTS of the motion picture industry met for the first time last Monday to prepare their theatre TV case for the Nov. 26 FCC hearing.

Moviemen will ask for six channels, each 10-mc wide in the microwave frequencies, below 10,000 mc. This will permit the transmission of six different theatre-TV programs simultaneously in each area, according to theatre-TV engineers. Decision is considered to be a compromise between the recommendations of Paramount Pictures, Twentieth Century-Fox and the Society of Motion Picture and Television Engineers.

Possibility of color for theatre TV was the subject of a lengthy discussion. Although nothing definite was decided, it was apparent that movie people were taking a long, hard look at color as a means of stepping out ahead of home TV.

Major accomplishment of the four-hour meeting was establishment of a technical and engineering committee.

Under the chairmanship of S. H. Fabian, Fabian Theatres, it comprises: Washington consulting engineers Frank McIntosh and Andrew Inglis, representing Motion Picture Assn. of America; C. M. Jansky and Stuart L. Bailey, Theatre Owners of America; plus Earl Sponable, Twentieth Century-Fox; Paul Raibourn, Paramount Pictures; Frank Cahill, Warner Brothers; Dana W. Atchley Sr., United Paramount Theatres.

Many Groups Present

Some 30 representatives of movie organizations were present at the meeting. In addition to those mentioned above, delegates represented National Exhibitors Television Committee and Allied States Assn. of Motion Picture Exhibitors, among others.

Meanwhile, the possibility of using Industrial Radio Services frequencies for theatre TV instead of setting up a separate service has been broached to the FCC.

In a petition filed a fortnight ago by Twentieth Century-Fox, the suggestion was made that the 6425-6575 mc band and the 6575-6875 mc band could be used for fixed and mobile theatre-TV stations.

Both bands now are assigned to the Motion Picture Radio Service on a shared and developmental basis only, under Part 11 of FCC's rules. They are used at present for movie communication "on location."

These frequencies, Twentieth

PARIS SHOWING
Of CBS Color Held

CBS COLOR television demonstration opened last Thursday in Paris and will continue until Tuesday, Sept. 18, under sponsorship of the French government through its Director General of Radio and Television, Waldimir Porche.

Held at the Ambassadeurs Cabaret on the Champs Elysses, the demonstration featured a variety show of five top European acts on opening night, to which celebrities from theatrical, literary, and diplomatic worlds were invited [BROADCASTING • TELECASTING, Sept. 10].

The variety show was repeated Friday and over the weekend designers Pierre Balmain and Jean Desses presented fashion shows from their fall collections.

Radio Industrie, France's leading television equipment manufacturer, concurrently is showing its newest sets, designed to receive either black and white or color transmission as black and white pictures. The organization is negotiating with CBS Labs. Div. for license to produce CBS system color sets in France.

Smith, Kline & French Labs., Philadelphia pharmaceutical firm, has announced it has completed arrangements to direct and sponsor a five-day program of color televised surgical operations at the 14th Congress of the International Society of Surgeons in Paris, Sept. 24-28. Century-Fox said, "are adequate in range, could be used effectively by a theatre television system, and could be assigned on a shared basis to the theatre television industry.

"Such would effect a further economy in frequency allocation; would eliminate the problem of using frequencies already allocated to the fixed and mobile services, and others; and would in no way prejudice the other services now operating or proposing to operate in the frequency bands specified."

Tourist Campaign

ADVERTISING Council of New Mexico Inc., Albuquerque, announced last week that it is giving "serious study" toward use of television in its spring campaign for the New Mexico State Tourist Bureau.

Chicago Film Course

OFFERED for workers in television or commercial films is a new film course at the Institute of Design of Illinois Institute of Technology, Chicago. Entertainment, commercial and experimental films will be shown and discussed from the stand point of objective and audience appeal. Guest speakers from television and commercial film fields will supplement lectures by Boris Yakovleff, instructor, who is motion picture director of Commercial Illustrators Inc., Chicago.

Lost & Found Dept.

JIMMY LUCAS, 7, of Toronto, got lost on his first day of visiting Baltimore with his mother. Police were baffled until Jimmy suggested that if he were put on TV, his Maryland relatives or their neighbors might see him on their sets. Jimmy was interviewed over WMAR-TV and spotted by a neighbor of his aunt. Shortly thereafter the youngster and his mother were reunited. Most of the neighborhood had been out looking for him, but it took TV to complete the job.

THESE broadcasters are a few of the more than 80 who attended the RCA Engineering Products Dept.'s eighth television clinic. Shown here before opening sessions are (l to r) D. Winn, KARK Little Rock; J. Deaderick, WMPS Memphis; P. Baldwin, WHDH Boston; E. T. Griffith, RCA; John Adams, KFDX Wichita Falls, Tex.; H. Strum, WHTN Huntington; J. H. Roe, RCA; W. H. Torrey, KGNC Amarillo, Tex.; E. P. Talbott, KROD El Paso; W. E. Dixon, WCHS Charleston, W. Va.; H. Garba, WASK Lafayette, Ind.; G. Zaharis, WTIP Charleston, W. Va.; D. Norborg, RCA; R. J. Anderson, WDSU New Orleans; W. D. Wenger, RCA; and E. Hull, WHLD Niagara Falls.

à la carte television

Special privileges – at no extra cost! That's what *Spot program* television means to national advertisers. And the privileges are many, and important.

You choose the markets you want. Only the markets you want. With *Spot program* television, there are no "must" stations, no minimum station requirements. Your own sales plans dictate the size of your station line-up.

If it's broad coverage you're after, *Spot program* television multiplies your opportunities for station clearances. You're not restricted to availabilities offered by any single network. You can use stations affiliated with any or no network. You can select the best period offered by any station in any market.

You receive whole-hearted cooperation from the stations . . . find stations clear time more readily. That's because stations net more when a time period is sold for a *Spot program* than when it's taken by a network show.

You enjoy the better picture quality of film programs which are generally superior to kinescope recordings network shows must use for delayed broadcasts, or broadcasts in non-interconnected markets.

All of these "à la carte" advantages – at no extra cost. Spot rates for facilities charges are generally lower than network rates for the same period . . . over the same stations. The savings are substantial. They're more than enough to pay for the extra film prints required, their handling, and their distribution to the stations.

You should know the full story on *Spot program* advertising before you buy any TV coverage. You can get it from any Katz representative or, if you prefer, send to our New York office at 488 Madison Avenue for your copy of the booklet, "Straight Thinking On Television Costs." You'll see very clearly that in television . . .

you can do better with Spot. Much better.

at table d'hôte prices

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

RCA DEMONSTRATIONS

Thousands View

SHOWINGS of RCA's compatible color television system were started last Monday with some 3,000 to 4,000 RCA TV dealers and distributors, advertisers and broadcasters expected to witness the demonstrations before this week is out.

The showings, part of an extensive field-testing program preliminary to formal requests for FCC commercialization of the system, are slated to continue through all or most of this week and then, after a short hiatus, to resume in October with demonstrations open to the public.

The current three-a-day tests, like those earlier this summer, consist of special variety programs starring Broadway's Nanette Fabray. At least one added a special outdoors pickup of a precision drum and drill team at the U. S. Merchant Marine Academy at King Point, L. I., some dozen miles from the demonstration center at New York's Radio City.

Like the demonstrations earlier this year, last week's impressed observers with a greater stability of color, and truer color values, than were evident in the RCA demonstrations of last year. The colors were again stronger, or so it seemed to at least some viewers, than those reproduced via the CBS system. There was an occasional "blooming" or colors—reflections of strong hues on nearby objects—which perhaps was most noticeable in the outdoor pickup when, at times, an American flag appeared to have blue stripes.

George Beers, assistant director of engineering, RCA Victor Division, explained technical points of the demonstrations, noting that the showings are the beginnings of exhaustive tests of the system and that it is completely compatible with black-and-white.

This compatibility was evident in the demonstrations, which employed two black-and-white and one 21-inch and two 16-inch RCA-color-tube sets. The sharpness and clarity of the black-and-white pickups from the color transmissions once again drew much favorable comment.

NTSC Cooperation

Mr. Beers also noted that RCA is cooperating with the National Television Systems Committee in its efforts to achieve a compatible, all-electronic color system. Since the last RCA demonstrations in Washington, he said, improvements have been made in both the RCA system and its equipment.

Welcome to the demonstrations was offered by Joseph B. Elliott, vice president in charge of the home instruments dept., RCA Victor Division, who said RCA was never surer than now that an all-electronic, completely compatible system is the answer to the color question.

The demonstrations are being held at 10 a.m., 2:15 p.m., and 4 p.m., with the first broadcast via RCA-NBC's experimental station and the two others being carried by closed circuit using a miniature transmitter simulating actual broadcast conditions. RCA spokesmen estimated that approximately 100 persons have been attending each of the three daily showings.

CBS SYSTEM SET

Show by Sears, Roebuck

COLOR television receivers employing the CBS system will be available to customers of Sears, Roebuck & Co. in the near future at $500 for a monochrome-color combination of $250 for a companion color set.

At a series of Washington color demonstrations the retailer disclosed its plans in a tape-recorded announcement that preceded 10:30-11 a.m. pickups of CBS New York network programs. The $500 set will provide both color and black-and-white, with the $250 companion color set driven by an adjacent black-and-white receiver.

Sears will provide an adapter for $20 plus installation, it was stated.

Note Lack of Sponsor

The audience at a Wednesday demonstration at the Sears Bladensburg Rd. store in Washington was told color is in the same stage as black-and-white some years ago, with industry and business not sponsoring programs. Without sponsors, programming is at a minimum, it was stated.

Store officials said the color companion receiver was hand-made by Tele-tone. It was described as having a 10-inch tube magnified to 12. Diamater of the truncated picture appeared to be about 10 inches.

Test pattern prior to the New York program was fuzzy, marred by flicker and rolled off to the right at the top of the frame. It was explained that a factory man was to adjust the companion set but he hadn't arrived. Lettering on the pattern could not be read.

The New York program was titled *Mike & Buff*. Detail was poor and did not match that of many CBS studio demonstrations in Washington. Bright ceiling lights in the store were reflected by the rounded face of the magnifier, interfering with viewing.

Much of the program was marked by green hues apparently due to green walls and carpeting in the New York studio. An elderly actor had gray-green hair. Two viewers commented that the picture seemed to be coming from the back of the set. Others observed frequently that the lower half of an actress' face turned maroon or black when she tilted her head forward.

COLOR, UHF

Du Mont Announces Set Adaptors

ALLEN B. DU MONT Labs, public opponent of the CBS color system, announced Tuesday the production of a television adapter designed to give black-and-white pictures from CBS-system colorcasts.

Simultaneously, the company introduced a UHF converter, which will permit owners of any present VHF set to receive UHF telecasts when they are adopted for commercial use.

Called the Du Matic switch, the adapter is a small device measuring 4½ x 3 x 1½ inches and can be installed by a serviceman in about an hour's time. Placed on the rear of a television receiver, it changes the regular 525-line reception to the 405 lines utilized in CBS color.

Production of the Du Matic will start immediately. It will be listed for $19.95 and will be available through Du Mont dealers within the next few weeks.

Designed essentially for Du Mont equipment, the mechanism can be attached to the back of any Du-Mont television receiver manufactured for about the past year, Walter Stickel, national sales manager, explained. Unit is bolted to the chassis at an outlet provided in recent sets at the rear of the receiver.

"With adjustments, it will work on some other sets," Mr. Stickel added, although he declined to name the receivers which might accommodate the Du Matic. "It is our answer to two basic questions: How can we provide as inexpensive an adapter as possible and still maintain Du Mont standards?"

Du Mont is providing the adapters, which do not reduce picture size, to meet whatever needs the customers may have, Mr. Stickel said. They have had some requests for the device, he added, but since company plans do not call for heavy promotion, no great demand is expected. If public interest proves strong enough, the Du Matic may be provided as standard equipment for future Du Mont receivers, which would then be increased by about $20 in list price.

Du Mont model holds Du Matic color adaptor.

Demonstrations of the Du Matic verified that the adapter, attached to a set through 19 electrical connections, receives a bold picture from CBS color transmission. Although some detail was lost, the resulting picture seemed to observers to be as strong as the reception of standard black-and-white transmission on the neighboring set.

The UHF converter, also introduced by Du Mont, offers continuous tuning and covers a range of 475-890 mc, the frequencies set aside for future UHF use.

"The converter has been designed in advance so that it will be available to the public well ahead of the first UHF programming," Mr. Stickel said.

Recent Du Mont sets have a space left on tuning panels for the UHF attachment. Connected thus with the main tuning dial, the UHF plate will be installed circuit-wise in either channel 5 or 6—whichever is vacant locally—so the set-owner suffers no loss in VHF channel choice.

Although the Du Mont organization has some samples on hand now, Mr. Stickel said it is "very doubtful" the company would produce converters for receiving CBS color in color. Admitting final action would be the result of public demand, he said that converters—if manufactured—would cost from $250-$300. "And they would reduce picture size, assuming that the receiver is standard size with 17-inch or larger screens," he said.

VIDEO PATENTS

Won by Sightmaster

TWO PATENTS for developments pertinent to color television have been granted Sightmaster Corp., New Rochelle, N. Y., President Michael L. Kaplan announced last week.

One patent is said to involve the processing of cathode ray tubes to permit true and intensified translation of all colors in the spectrum, but to do so evenly. Rights also reserved by the company cover processes for filtering light, which can be used in television sets to increase contrast values in picture reception, Mr. Kaplan said. Reflections are eliminated by means of evaporating and depositing metal on glass, a technique that can also be used for non-glare automobile windshields and headlights.

The patents granted after two years' research by the company, apply to any system of color television, the announcement said. Authorization was dated Sept. 11.

Now it's

KHJ-TV

Channel 9

DON LEE TELEVISION

Hollywood, California

HUdson 2-2133

Bless our busy little channel!

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS
ABC • DTN

and bless our faithful...

127,000 . . . 13

TOLEDO TV TUNERS

. . . but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan. Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word . . .

5,000 watts — A FORT INDUSTRY STATION — NBC

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
Rep. by The Katz Agency, Inc.

WSPD-TV
CHANNEL - 13

Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Advertest Studies Summer Viewing

(Report 181)

TIME allocated to television viewing is two-thirds greater than the combined average daily reading time for newspapers and magazines, according to a "Study of Summertime Television" by Advertest Research, New Brunswick, N. J.

Questioning was conducted in 767 TV homes Aug. 3-11. Controls provided a sampling of half men and half women.

A summary of major findings showed that in a television home the average individual is at home eight hours daily between 9 a.m. and midnight; spends 2½ hours daily watching television; spends more than an hour daily listening to the radio; spends about an hour daily reading newspapers; spends ½-hour reading magazines daily, and takes a 7½-day vacation away from home.

In addition, the Advertest survey showed that in a TV home on the average day, someone is at home in 70% of the homes between 9 a.m.-1 a.m.; someone is watching TV in 29% of the homes during those hours; hours of set usage decrease 15% from winter usage (¾ of an hour less per home), and that more than 80% of the sets are used daily.

An Advertest examination of three programs that continued through the summer, showed an average audience loss of 10%. An examination of three replacement programs, shows an average audience loss of 42% for that time period.

The three shows examined which continued through the summer were *Toast of the Town*, *Garry Moore*, and *Kraft Theatre*. Replacement shows examined were *Strawhat Matinee* (for *Kate Smith*); *Westinghouse Summer Theatre* (for *Studio One*), and *Meet the Press* and *Juvenile Jury* (for *Texaco Star Theatre*.)

* * *

27% of Families Owned Sets in July

SAM BARTON, president of Industrial Surveys Co., Chicago, last week released results of a survey which shows that 27% of American families owned TV sets in July, 3% more than owned sets in January. The survey covered 4,200 families.

In the Northeast, 45% of families owned sets as against 43% in January, the survey showed. North central and Pacific states followed. Only 13% of families in the South have sets and only 10% in the mountain and southwestern states.

The survey showed more than half of the families in cities over 500,000 have TV sets but among farm families the figure reached only 7%.

BREAKDOWN on the number of television sets in foreign countries has been compiled by the Foreign Service Office of the Dept. of Commerce. The figures are contained in the Sept. 10 issue of the department's *Foreign Commerce Weekly*.

Topping the list in one-two order are Canada with 1,350,000 receivers (as of February 1951) and the United Kingdom with 885,000 (as of August 1951). Oddly enough, Canada has no television stations in operation at present. Reception is obtained, however, from Detroit and Windsor. United Kingdom has two outlets—in London and Midland.

Other countries listed by the Foreign Service Office:

France (three stations), 25,000 (as of November 1950).

Cuba (two—CMUR CMQ Havana), 18,000 (May 1951).

Brazil (two, in Rio De Janiero and Sao Paulo), 7,200 (April 1951).

Mexico (two, XHTV XHWT Mexico City), 3,500 (April 1951).

Italy and Netherlands (two each with Italian outlets in Turin and the Vatican City), 1,000 each (no date).

Denmark (one station), 50 (no date).

Switzerland (one), 30 (no date).

Germany and Japan (two and one)

(Continued on page 93)

Weekly Television Summary—September 17, 1951—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	61,544
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615
Binghamton	WNBF-TV	42,025
Birmingham	WAFM-TV, WBRC-TV	60,000
Bloomington	WTTV	17,200
Boston	WBZ-TV, WNAC-TV	753,760
Buffalo	WBEN-TV	214,287
Charlotte	WBTV	86,405
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	486,491
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	129,564
Davenport	WOC-TV	59,506
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	208,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	616,544
Erie	WICU	71,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	129,564
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	73,911
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	50,562
Indianapolis	WFBM-TV	171,250
Jacksonville	WMBR-TV	38,750
Johnstown	WJAC-TV	103,629
Kalamazoo-Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	132,784
Lancaster	WGAL-TV	109,112
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,002,000
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	
Minn.-St. Paul	KSTP-TV, WTCN-TV	
Nashville	WSM-TV	
New Haven	WNHC-TV	
New Orleans	WDSU-TV	
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	
Newark	WATV	
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	
Phoenix	KDHO-TV	
Pittsburgh	WDTV	
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island	WHBF-TV	
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL, WOAI-TV	
San Diego	KFMB-TV	
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady-Albany-Troy	WRGB	
Seattle	KING-TV	
St. Louis	KSD-TV	
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	
Wilmington	WDEL-TV	

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 13,364,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

DEADLINE FOR DINNER

POTS, PANS AND PERSONALITIES

At 2 O'clock We're Really Cooking!

NOW YOU'RE COOKING

TELEVISION KITCHEN

TELEVISION MATINEE

YES, every day, Monday through Friday, WPTZ has a corking good cooking show on the air.

Why? Because cooking is probably more important to the average woman at home than golf, hunting, or stock market is to you fellows at the office. Philadelphia housewives enjoy watching WPTZ's array of cooking specialists display the latest in culinary capers.

And what an array WPTZ presents!

Mondays, it's "Deadline For Dinner", a participating program with artist-host Pete Boyle and Albert Mathes, chef at the Gulph Mills Country Club.

Tuesdays, Wednesdays, and Thursdays, we feature "Now You're Cooking", "Television Kitchen" and "Television Matinee", sponsored by the Natural Gas Company, the Philadelphia Electric Company and the Philadelphia Gas Works, respectively.

Fridays, we have another participating show, "Pots, Pans and Personalities", starring Mary Wilson with "name guest" helpers and hints on how to make the most of last night's left-overs.

Yes, there's always something cooking on WPTZ at 2 P.M.

To reach the thousands and thousands of homemakers in this area, join the WPTZ cooking strip. There's still room for a participation in "Deadline For Dinner" on Mondays, and "Pots, Pans and Personalities" on Fridays.

For complete details give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1600 Architects Bldg. • Phila. 3, Pa.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TV-AFFILIATE

TV Tubes Larger

TV PICTURE tubes sold to receiver manufacturers in July were mostly of the big screen variety. Ninety-nine percent were 16 inches or larger, according to an RTMA report issued last week. July sales dropped to 89,144 from 221,759 in June, largely due to plant shutdowns for vacations. July sales were valued at $1,858,930 compared with $4,664,744 in June. Picture tube purchases for first seven months of this year totalled 2,641,179 units valued at $68,387,203.

Raytheon Price Cuts

NEW RAYTHEON TV sets are $50 to $120 less than the previous line and start with a 16-in. table set at $199.95. Highest of the 15-set line is a 20-in. radio-phonograph combination at $750. Company also introduced a $14.95 adapter to receiver colorcasts in black and white. Company officials also announced a color unit is ready.

UNION CHECK

AFL Film Council Plan

TO PROVIDE a check on television production firms as a protection to members of its unions and guilds, the AFL Film Council has set up a clearing house. Plan calls for all signed contracts or letter agreements held by any union or guild with any TV producer to be made available to all council affiliates.

The clearing house will provide a means for a co-ordinated campaign to see that all TV companies with contracts or letters of agreement with one affiliate of the council sign with all others affected, it was said.

Council has been asked by Elliott H. Kelly, labor counsel for the National Society of Television Producers, to appoint a committee to meet Sept. 26 with NSTP to study mutual problems. Others invited include Screen Writers Guild.

AFL Film Council has asked all TV producers to attend its Wednesday (Sept. 19) meeting. Representatives of newly-formed top producers group have not indicated whether they will accept [BROADCASTING • TELECASTING, Sept. 10].

CTI Transaction

ARRANGEMENT between Color Television Inc. and Tomlinson I. Mosely, San Francisco electronics inventor [BROADCASTING • TELECASTING, Sept. 3], was a stock agreement whereby a 25% interest in CTI was exchanged for $4 million worth of manufacturing contracts, it has been made known by the principals. Mr. Mosely received 1,000 shares of CTI stock and "other considerations" for the airborne radar equipment contracts he brought to CTI. CTI was one of the three contenders in the color TV hearings last year, competing along with the CBS and RCA systems.

Survey* Shows 212,940 RADIO HOMES* 31,072 TV HOMES AND BUSINESSES*

IN TULSA TV AREA ...

AS OF JULY, 1951

★ NOT "178,498 RADIO HOMES"
NOT "OVER 83,000 TV HOMES"
as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

$1,000 REWARD!

Associated Tulsa Broadcasters have posted $1,000. with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

PERCENT OF MARKET SATURATION

	TELEVISION SET (HOMES AND BUSINESSES)	RADIO SET (HOMES ONLY)
IN CITY OF TULSA	21.0%	98.8%
IN TULSA TV AREA (EXCLUSIVE OF TULSA)	11.3%	98.3%

FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

4.28 HOURS LISTENING TO RADIO
4.45 HOURS VIEWING TELEVISION

FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

5.3 HOURS LISTENING TO RADIO

Associated Tulsa Broadcasters

KAKC • KFMJ • KOME • KRMG • KTUL • KVOO

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.

ACTOR PAYMENTS

TVA, SAG Study Jointly

INFORMAL exploratory meetings were initiated last week between representatives of Screen Actors Guild and Television Authority to discuss methods of payment to actors for television film commercials. Meetings are expected to continue for next few weeks.

Jurisdiction of actors in TV film is held by SAG but it was thought TVA could offer valuable advice and information because of experience in the TV field. Latter has jurisdiction over actors in live TV.

Amicable discussion by the two unions, recently at war over jurisdiction of TV actors, came in accordance with an August resolution made by board of Associated Actors and Artistes of America, to which both belong, requesting that both groups get together for discussions for benefit of all actors.

Representing TVA at last week's meetings were George Heller, national executive secretary, New York; Ken Carpenter, chairman, West Coast division; Peter Prouse, West Coast executive; Claude McCue, executive secretary, AFRA; I. B. Kornblum, TVA attorney.

SAG representatives included Ronald Reagan, president; John Dales Jr., executive secretary; Ken Thomson, TV administrator; William Berger, attorney.

Guild negotiating committee meets today (Sept. 17) with the labor committee of Assn. of Motion Picture Producers for opening of negotiations for a new basic contract for actors. The association represents eight major film producers.

Among SAG demands are banning from television use all motion picture films produced after Aug. 1, 1948 and additional payment to actors for re-use of theatrical films on television [BROADCASTING • TELECASTING, Aug. 20].

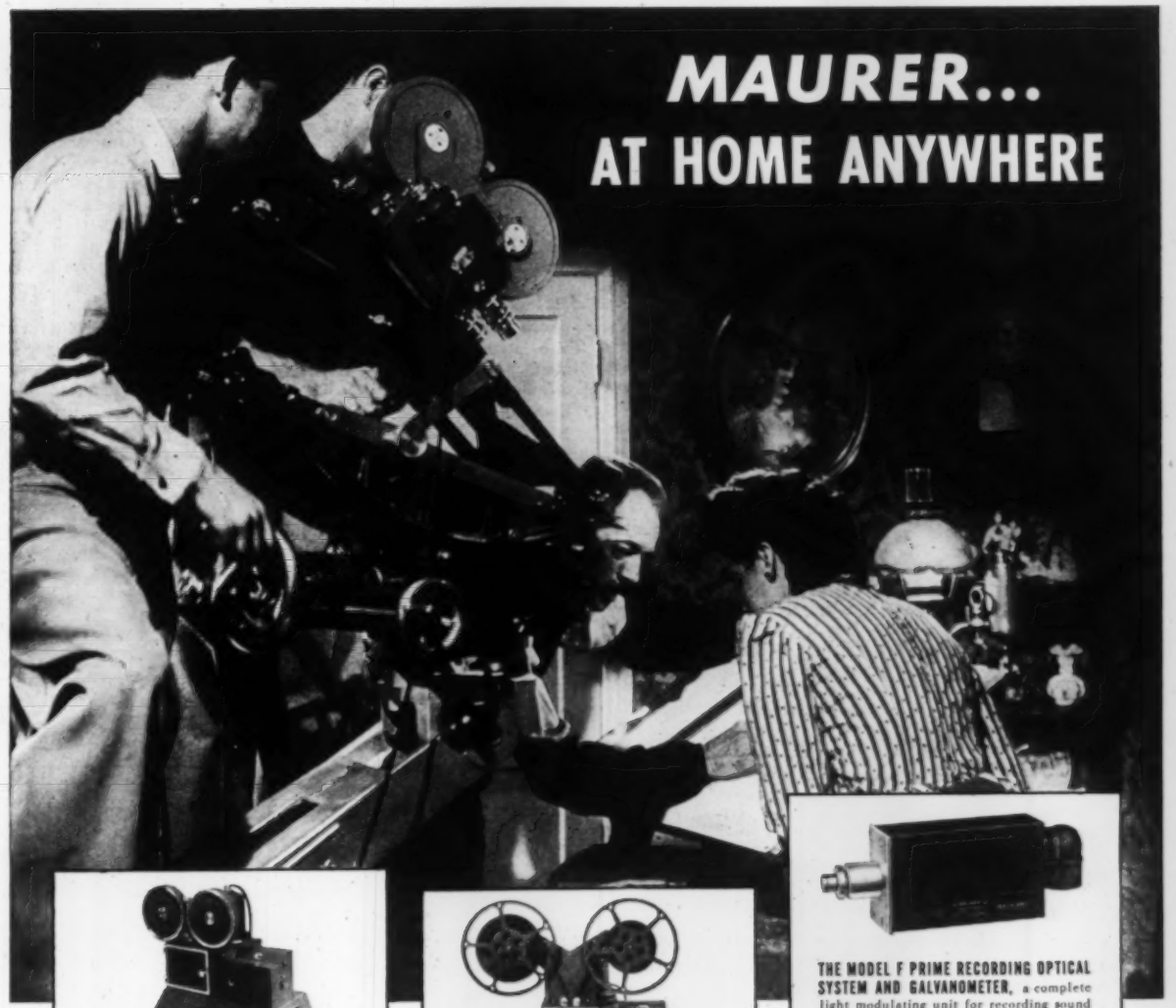
Plagiarism Suit

NOTICE of a plagiarism suit was given to KTTV (TV) Los Angeles by attorneys for Morris Braun, MGM property man. Asking $150,000, Mr. Braun charges the station lifted a TV program idea. Also named in the suit was Bill Welsh, m.c. of the KTLA *Batter Up* program, which is alleged to be patterned after the Braun *Play Ball* program. Script for the latter show was submitted to KTTV and later rejected, the suit charges [BROADCASTING • TELECASTING, Sept 3, Aug. 27].

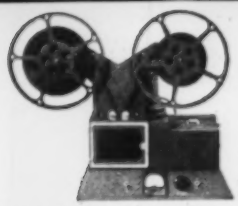
NBC Operacasts

SERIES OF eight television opera productions will be presented the first Thursday of each month beginning Oct. 4, 11-12 p.m. (EST) over NBC-TV. The operas, prepared for television, will be performed in English as in the past two seasons.

MAURER... AT HOME ANYWHERE



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM. Capable of recording either negative or direct positive variable area and variable density sound tracks.



THE 16MM. FILM PHONOGRAPH. Its unique optical system gives an unusually narrow reproducing image with high light output.

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER, a complete light modulating unit for recording sound photographically upon standard film.

The Maurer 16mm. camera is at home for every professional requirement—and little wonder since it's the only "16" specifically designed for professional use. The Maurer has many unique features—its simplified operation, hair-line accuracy, and job after job dependability, all make it the favorite choice of those who consider time and expense important—and a fine motion picture even more so.

THE MAURER 16MM. CAMERA. Equipped with unique precision high-power focusing. Equipment includes: 235° dissolving shutter, automatic fade control, viewfinder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For details on this and other Maurer equipment write:

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
850 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

DAWSON NAMED

Heads New CBS TV Div.

CREATION of CBS Television Spot Sales with Thomas H. Dawson in charge as general sales manager was announced last week by Merle S. Jones, vice president in charge of stations and general services for CBS Television Network.

Mr. Dawson

The new unit will handle Television Spot Sales functions which were handled by Radio Sales prior to the divorcement of CBS Radio and CBS Television operations.

Mr. Dawson, director of television for Edward Petry & Co. but formerly with CBS for 12 years, will assume the general sales managership of CBS Television Spot Sales next Monday. His appointment is effective immediately. For 12 years prior to 1950 he served successively with CBS as salesman for CBS-owned WCCO Minneapolis-St. Paul, as Radio Sales account executive and as Radio Sales eastern sales manager in New York.

To Service TV Stations

CBS Television Spot Sales will service all TV stations formerly represented by CBS Radio Sales, including WCBS-TV New York, WCAU-TV Philadelphia, KTSL (TV) Los Angeles, WTOP-TV Washington, WBTV (TV) Charlotte, KSL-TV Salt Lake City, and WAFM-TV Birmingham. At present, spokesmen said, the new unit will operate from existing sales offices in New York, Chicago, Los Angeles, Detroit, San Francisco, and Memphis.

George R. Dunham Jr. will continue as eastern sales manager, and Sam Cook Digges will remain in charge of CBS Television Spot Sales, Chicago.

NBC GETS THEATRE

WOR-TV Releases Property

NEW Amsterdam Roof Theatre at 214 West 42nd St. has been acquired from WOR-TV, New York, by NBC for use as a television broadcast studio.

NBC bought television equipment previously installed in the theatre by WOR-TV in addition to acquiring the balance of that station's property lease. Having already taken possession of the premises, NBC will start operations from there late this month. It has been renamed the NBC Times Square Television theatre.

WOR-TV's release of the property, spokesmen said, is in line with the station's consolidation of facilities, preparatory to occupying its new million-dollar building "Television Square" in December [BROADCASTING • TELECASTING, Sept. 3].

ANN HOELING, the Berlin beauty who was chosen as "Miss Color Television of Germany" by ECA and German officials after CBS colorcasts in West Berlin, chats with Dr. Peter C. Goldmark, CBS Labs Div. vice president in charge of engineering research and development, in Dr. Goldmark's New York office. Miss Hoeling was flown to New York for a week of sightseeing following her CBS color appearances.

GROSS, KELLEHER

Take UTP Sales Posts

UNITED Television Programs, national film distributor, has appointed David Gross and Tom Kelleher to its sales staff, it has been announced by Aaron Beckwith, director of sales. Mr. Gross will represent UTP in New York City and the Middle Atlantic states and Mr. Kelleher, New York City, New York state and New England.

Mr. Gross has been with DuMont Television Network since 1938, an account executive since 1945.

Prior to joining UTP, Mr. Kelleher has been national sales representative for Official Films since 1949. Formerly, he was general manager of Harry Jacobs Radio Productions; manager of recording studios, WOR New York, and account executive, World Broadcasting System.

NAVY GAMES

Hunt Attacks Policy

PACT for theatre telecasts of three Naval Academy football games this fall drew the attention of Sen. Lester C. Hunt (D-Wyo.) last week.

Sen. Hunt, member of the now inactive Senate Crime Investigating Committee, noted Navy "has seen fit to enter into a contract with private industry instead of making the programs available to the public." At the same time he inserted into the Sept. 11 issue of the *Congressional Record* copies of the protest filed by Attorney Jerome W. Marks for the Fair Television Practices Committee.

FTPC asked the Justice Dept.'s Anti-Trust Division to investigate the plan evolved by the National Collegiate Athletic Assn. for limited home telecasts this fall. The group suggested evidence of "monopoly" by NCAA and claimed Westinghouse was being "forced" to pay "spectacularly" high fees for telecast rights to 10 NCAA contests [BROADCASTING • TELECASTING, Sept. 3].

Copies of Mr. Marks' letter to the Naval Academy, chastising it for making arrangements with Theatre Network Television, also were reprinted in the *Record* by Sen. Hunt.

TOA REPORT

To Urge TV Ventures By Theatres

NEED for theatre owners to ally themselves more closely with television—both broadcast TV and theatre TV—will be stressed before the Theatre Owners of America at its 1951 convention and trade show in New York next week.

Mitchell Wolfson, TOA board chairman and head of the association's Committee Planning TV and Theatre Integration as well as co-owner of the Wometco Theatre Chain and its WTVJ (TV) Miami, previewed the committee's report at a news conference in New York last Tuesday. The report, he said, will emphasize:

1. Theatre TV's importance to theatres. He predicted that, eventually, "every theatre that remains in business" will have some form of theatre television entertainment as an adjunct to its regular movie fare.

2. TV's need for specially made films, coupled with a belief that the two industries can live side by side harmoniously and be mutually helpful.

3. Theatre men's qualifications as TV broadcasters. He reiterated his view that as many of them as possible should apply for TV broadcast stations, apart from theatre TV activities.

Theatre TV exclusives, such as the fights which have been carried via Theatre Network Television in recent months, will not actually take "free fights" away from the public, Mr. Wolfson argued. Many events, he contended, would not be TV-broadcast anyway, owing to costs, limitations on intercity facilities, and for other reasons. His committee, he said, envisions theatre TV as a means of increasing the amount of available fare and of "bringing to Main Street" great programs which the general public would have no opportunity to see otherwise.

He felt current Congressional and public protests against theatre television exclusives will subside when the public realizes theatre TV is presenting events which ordinarily would not be carried by other media.

In the long run, Mr. Wolfson continued, the committee expects theatre video will "bring back the theatre to Main Street" and "encourage a great cultural revival in

(Continued on page 89)

TV SHOWS GO 'OVER THERE'

Kinescopes Shown to Troops

MEMBERS of the armed forces overseas were assured programs of network caliber last week when Sylvester L. Weaver, NBC vice president for television, presented the first in a series of NBC kinescope films to the Armed Forces Film Recording Selection Group.

Efforts to arrange prints of TV shows for distribution to some 50 overseas points have been in progress for the past few months. Difficulties in distribution, the large number of prints required for prompt showings to all troops and the expense of extra film prints were proved major obstacles to the industry-sponsored plan.

Final compromises allowed for broader circulation of fewer prints, low-cost printing fees, elimination of commercials—except for opening and closing credit lines—and insertion of credit lines for unions involved.

A 16 mm. kinescope of the Aug. 9 NBC-TV *Assignment Manhunt* program, sponsored by the American Tobacco Co., was presented by Mr. Weaver to Lt. Lowell O. Orr, USN, to initiate actual delivery of films to the armed forces. The network promised to have a total of 50 prints of three separate *Assignment Manhunt* programs available for overseas distribution by last Friday.

Other NBC programs scheduled for delivery include Milton Berle's *Texaco Star Theatre; The Mohawk Showroom; The Lucky Strike Hit Parade;* the 9-9:30 p.m. (EDT) portion of *Your Show of Shows*, sponsored by the R. J. Reynolds Tobacco Co., and *The Old Gold Original Amateur Hour.*

After kinescope films are returned to the network by stations not on the interconnected network they are edited to delete commercials and to insert the credit lines. Then about 10 prints per program are made for overseas distribution.

Selection Board

The Armed Forces Selection Board, through which distribution has been arranged, reserves the right to accept or refuse programs offered by the network through the sponsor's agency.

First program to be submitted service group was the CBS-TV version of *Amos 'n' Andy*—sponsored by Blatz Beer—last June. Since then, 10 or more prints have been made of each program and sent overseas in packages of 15 shows at a time. Production of overseas versions has been dependent upon completion of sequences for national audiences, but the first 150 prints have already been dispatched and now are tied up reportedly by union difficulties at a dock in San Francisco. Almost all the overseas *Amos 'n' Andy* films have been scheduled for distribution in Korea.

Other CBS Television programs, for which final and complete prints were submitted by the end of last week, include *Man Against Crime*, Faye Emerson's *Wonderful Town*, and *Suspense.*

HEALTH CLINIC

AMA to Sponsor Oct. 16

A ONE-DAY clinic on basic problems in the use of television for health education will be sponsored by the Bureau of Health Education of the American Medical Assn.

Dr. W. W. Bauer, bureau director, announced the clinic will be held Oct. 16 in Chicago's Hotel Biltmore.

The clinic is open. Special announcements are being sent to State Medical Assns., radio directors of professional and voluntary organizations and to interested personnel of broadcast media, ad agencies and educational institutions. There is no registration fee.

Arrangements are being made through Marshall-Hester Productions, 521 Fifth Ave., New York. A special citation is to be presented by the bureau to NBC in recognition of the network's "consistent cooperation in furthering health education of the public. . . ." It will be presented Sept. 23 at the end of a documentary broadcast on employment of handicapped persons, 10:30-11 p.m. (EDT) by Dr. Bauer to Niles Trammell, chairman of the board of NBC.

SERVICE MARK

Is Sought for Puppet

WHETHER a puppet in a TV show can be registered as a service mark by the U. S. Patent Office was argued Sept. 13 in Washington before the Commissioner of Patents.

The case involves the use of a puppet in the *Fort Worth Star-Telegram's* WBAP-TV *See-Saw Zoo*, a weekly children's program that began in September 1948. It is believed to be the first case of its kind in the TV field.

A trade mark is a distinctive insignia affixed to a product. A service mark is a distinctive mark representing a service (NBC's chimes are registered as a service mark).

Request for a service mark on a puppet character in *See-Saw Zoo* was made Oct. 12, 1949. It was denied by a Patent Office examiner March 16 of this year on the ground the mark was a fictitious representation of a character in the show and therefore did not conform to the definition of a service mark under the Lanham Act.

The examiner appeared to fear that service mark registration of the puppet character might unduly broaden the scope of the law.

Opposing the examiner's conclusions in last week's hearing was Harry P. Warner of the Washington law firm of Segal, Smith & Hennessey, representing WBAP-TV.

HERE'S NEWS!
...exclusively for Television

The INS Television Department has expanded operations and increased personnel to provide the biggest and best service possible for its growing number of TV clients.

An important part of this expansion is the establishment of a new television wire service. Tied in with the INS-Telenews Daily Newsreel, it provides the first complete, basic news service for television. This is in keeping with INS' position as the *first* and *foremost* news service for television.

The new teletype circuit, entirely separate from the regular INS newspaper-radio circuits, will transmit up-to-the-minute scripts for the daily newsreel—plus late news summaries, all timed and cued into the film footage. Together, the wire and newsreel film provide top quality newscasts ready to go on the air without special processing, handling or other costly, time-consuming production work by the station.

Also, INS has added several new films to its available services, including the daily 15-minute news-feature program, "Clete Roberts' World Report."

The INS Television Department is especially equipped to offer the ideal television news package and service to TV stations. Whether you are an operating station, or have an application with the FCC for a license, your inquiry will be welcomed.

In television news
it's INS-TELENEWS
FIRST—And FOREMOST

- Complete basic daily news service by film and teletype
- Weekly newsreel
- Weekly sports reel
- INP spot news photos by wire or package delivery
- "World Report," with Clete Roberts
- All Nations Musical Symphonies

INTERNATIONAL NEWS SERVICE
TV Dept., 235 E. 45th St., New York 17, N. Y.

BETWEEN COMMERCIALS

BY KAY MULVIHILL

Still the most discussed subject in television circles is the recent network pool telecast of the Japanese Peace Treaty Conferences. For the history-making occasion, which took place in San Francisco's War Memorial Opera House, was television's biggest moment—marking the opening of the transcontinental micro-wave.

With the appointment of CBS by the four networks to handle the pool pick-up and coordinate the program, KPIX, as the CBS affiliate was delegated to telecast the Peace Treaty sessions in their entirety.

Main portions were fed to stations throughout the country and the full 30 hours of the five-day Conference proceedings were screened locally on KPIX.

Master Control in Box U of the Opera House served as the nerve center, where director Dave Kees of KPIX master-minded the historical telecast, and called the camera shots which were seen by an estimated audience of 50 million. Working with Kees was Sig Mickelson, CBS TV Director of News and Public Affairs, who acted as program coordinator for the CBS TV network.

DAVE KEES

KPIX's George Mathiesen, headed the engineering crew and was the man who threw the switch that put the first transcontinental telecast on the air. Assisting Mathiesen was Hal Jury of CBS, Hollywood.

Five camera positions set up in Opera House's Golden Horse Shoe, one stationed in the lobby and a camera set up outside the building, brought the largest audience in television's history complete coverage of the eventful sessions.

KSFO, KPIX AM affiliate, brought the Peace Treaty sessions to radio audiences with Bob Hanson, John Duffy and Wally King handling the announcing chores.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc

560 KC KSFO

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

film report . . .

TRADITIONAL Swedish way of preparing for Christmas and celebrating the holiday season is the theme of *Christmas in Sweden*, available from **FILMS OF THE NATIONS Inc.**, New York. A well known Swedish photographer, **Olle Comstedt**, directs this simple record of an average family's observance of the holiday, from early-morning cooking of special dishes to the Christmas service in an old Swedish church.

Name talent has been signed by **EDDIE LEWIS Productions**, Hollywood, for a series of 26 half-hour film programs scheduled for open-end syndication. Among those signed are **Teresa Wright, Ann Harding, Boris Karloff, Eddie Albert** and **Margaret Whiting.**

Results "or else" is the sales arrangement offered by **LOUIS WEISS & Co.**, Los Angeles, for its filmed mystery series, *Craig Kennedy, Criminologist*. If program rating for first 3 weeks doesn't top that of any other mystery-detective show in same city at comparable time, the sponsor gets a second run free. **ADRIAN WEISS Productions** is filming the series for television.

A new TV film production firm, **SCREEN TELEVIDEO Productions**, is being set up in Hollywood by **Gil Ralston**, who recently resigned from **Procter & Gamble Productions**. Production on a contemplated series of 256 half-hour dramatic programs will get underway next month. New firm will have **Bill Kozlenko**, story consultant, and **Rudy Abel**, production manager. Address is 328 South Beverly Dr., Beverly Hills, Calif.

More than $25,000 will be spent by **DESILU Productions**, Hollywood, to convert Stage 2 at **General Service Studios** into a 300-seat ampitheatre for its new TV film series, *I Love Lucy*, starring **Lucille Ball** [FILM REPORT, Sept. 10]. It

(Continued on page 101)

FEINER NAMED

CBS Executive Producer

BEN FEINER Jr. has been signed as executive television producer with CBS Television Network, effective Oct. 1, Hubbell Robinson Jr., vice president in charge of programs for CBS Television, announced Tuesday. Currently in New York, Mr. Feiner will leave for the West Coast late this month where he will organize and supervise television production with Harry Ackerman, CBS vice president in charge of network programs, Hollywood.

Owning and operating his own radio station in Kingston, N. Y., for two years, Mr. Feiner joined the international department of CBS in 1942, handling English-language programs for overseas transmission. In 1944, he became associated with producer-director Worthington Miner at CBS Television studios in Grand Central Station, where he directed more than 100 shows.

Mr. Feiner was a writer and associate producer at MGM from 1947 until April of this year, with ment.

FALCON FILM CO.

Formed by Phoenix Group

INCORPORATED at $1 million, new TV film production firm, Falcon Film Co., has been organized in Phoenix with John C. Mullins, president KPHO-AM-TV, as head of the concern. Bill Burton, executive producer-director at KPHO-TV, serves in similar capacity for new firm. Erskine Caldwell, author, also is associated with the enterprise.

An initial telefilm dramatic series to start within 30 days is *Classified Section*. Shooting schedule also calls for Western series *Boot Hill* and dramatic series *My World*, all to be 52 half hours each.

Selling: CEREALS?

WILBUR STREECH PRODUCTIONS

For TV FILM COMMERCIALS . . . . . .

1697 BROADWAY, N. Y. · JUDSON 2-3816

INTER-CITY RELAY

Added Birmingham-Atlanta

SECOND inter-city TV circuit between Birmingham and Atlanta was previewed Wednesday to permit reception of a special American Red Cross program. Regular use of the new circuit, provided by addition of TV equipment to an existing coaxial cable from Memphis, will begin today (Monday).

Previous arrangement required stations in Birmingham and Atlanta to share use of single circuit which reached them via Charlotte, N. C., and Jacksonville, Fla. New hookup allows the stations to broadcast two different network programs at the same time.

Extension of TV service in the South will add Miami and New Orleans to the network late in 1952 [BROADCASTING • TELECASTING, Sept. 10]. Miami will be reached through addition of equipment to the existing coaxial running south from Jacksonville. New Orleans will be served by a cable now under construction south from Jackson, Miss.

SWEENEY NAMED

KHJ-TV Sales Manager

KEVIN SWEENEY, former general sales manager of KFI-AM-TV Los Angeles, has been named sales manager of KHJ-TV Hollywood, the re-named KFI-TV acquired by Don Lee Broadcasting System a fortnight ago from Earle C. Anthony [BROADCASTING • TELECASTING, Sept. 10]. He had been in the KFI post three years, resigning effective Sept. 15.

Mr. Sweeney

At KHJ-TV he will work under George Whitney, who rejoined Don Lee as vice president in charge of TV sales. Mr. Whitney formerly was general manager KFI-AM-TV.

Mr. Sweeney reportedly was offered the post of assistant to William B. Ryan, BAB president, but declined because he did not want to leave southern California.

Prior to KFI, Mr. Sweeney was manager of Fletcher Wiley Productions, packager of *Housewives' Protective League*. When CBS acquired that firm and program, Mr. Sweeney went to CBS as assistant general manager of the show.

He left CBS to join KFI in 1948. At one time Mr. Sweeney was assistant to the ABC Western Div. vice president.

If the rating on our completed 13 Craig Kennedy mystery shows starring Donald Woods, filmed especially for television, does not beat the rating of any mystery-detective TV show at end of 13 weeks (comparable time) in any city, we offer your sponsor 2nd run at no charge for show.

Immediate Delivery . . .

first

13 ½-hour TV films

completed

Adrian Weiss Productions

present

CRAIG KENNEDY

CRIMINOLOGIST

Starring DONALD WOODS as CRAIG KENNEDY

with

Sydney Mason and Lewis G. Wilson

Available

For National-Regional

or Local Sponsorship

LOUIS WEISS & COMPANY

655 N. Fairfax

Los Angeles 36, California

Phone: WEbster 5287

VIDEO'S GROWTH

Baker's Optimism Tempered

SLIGHTLY pessimistic view of TV's growth in the next two to five years was taken by General Electric's Dr. W. R. G. Baker, vice president and general manager of the Electronics Division, in a Sept. 10 speech before 2,500 distributors and jobbers attending the National Electronic Distributors Assn. convention in Cleveland (also see story page 61).

At the end of two years, Dr. Baker foresaw 248 VHF stations and 36 UHF stations on the air. At present there are 107 TV stations operating, all on VHF channels.

At the end of five years, Dr. Baker foresaw 343 VHF stations and 166 UHF stations on the air. Some estimates have run as high as 1,500 TV stations operating by 1955.

TV set production in 1952 may be only five million, maybe even less, Dr. Baker estimated.

In 1950, radio-TV manufacturers made 7,463,800 TV sets. For first eight months of 1951, 3,686,-934 sets have been made.

Pessimistic outlook is based, Dr. Baker said, on the continuance of "garrison" economy—controlled production, limitations on profits, prices, wages, materials, etc.

"The major drain on the supply of critical base materials will fall most heavily in 1952 and early 1953," he said.

Market Factors

List of criteria to tell whether a city is going to get a TV station soon or much later was given by Dr. Baker as follows:

"If a city is a good market area; if it is on the coaxial cable or relay network, or within one microwave link of the cable; if it has only one applicant for permission to construct and operate the station, then, according to our market research experts, it has a pretty good chance of getting on the air in the next two years. If any one of those items is missing, it may be five years."

Warning against set sale optimism following the lifting of the freeze was sounded by Dr. Baker in these words:

"The television industry has blamed many of its ills upon the freeze to the extent that many persons look upon the lifting of it as a palliative, if not the cure-all, of those ills. Some of these people are going to be disappointed."

Not all of Dr. Baker's speech was gloomy. By the end of 1955, he estimated, 35½ million families would be within range of a TV station and 90% of them would have a TV set.

Income of electronic parts and components distributors, not including set sales, he estimated as $320 million in 1950, $475 million in 1951, $1 billion in 1955.

High-Stepping Sales

TELEVISION has won its letter in Minneapolis-St. Paul. The local Arthur Murray Dance Studio there started a 25-minute TV variety show on WTCN-TV Minneapolis this summer. After eight weeks on the airwaves the studio reports a 218% increase of value of sales, compared to a similar period before the show. E. G. Ege, studio manager, in a letter to WTCN, pointed out that years of newspaper advertising had preceded the TV expenditure but that he was now spending approximately the same amount in TV that he previously has spent in local newspaper advertising.

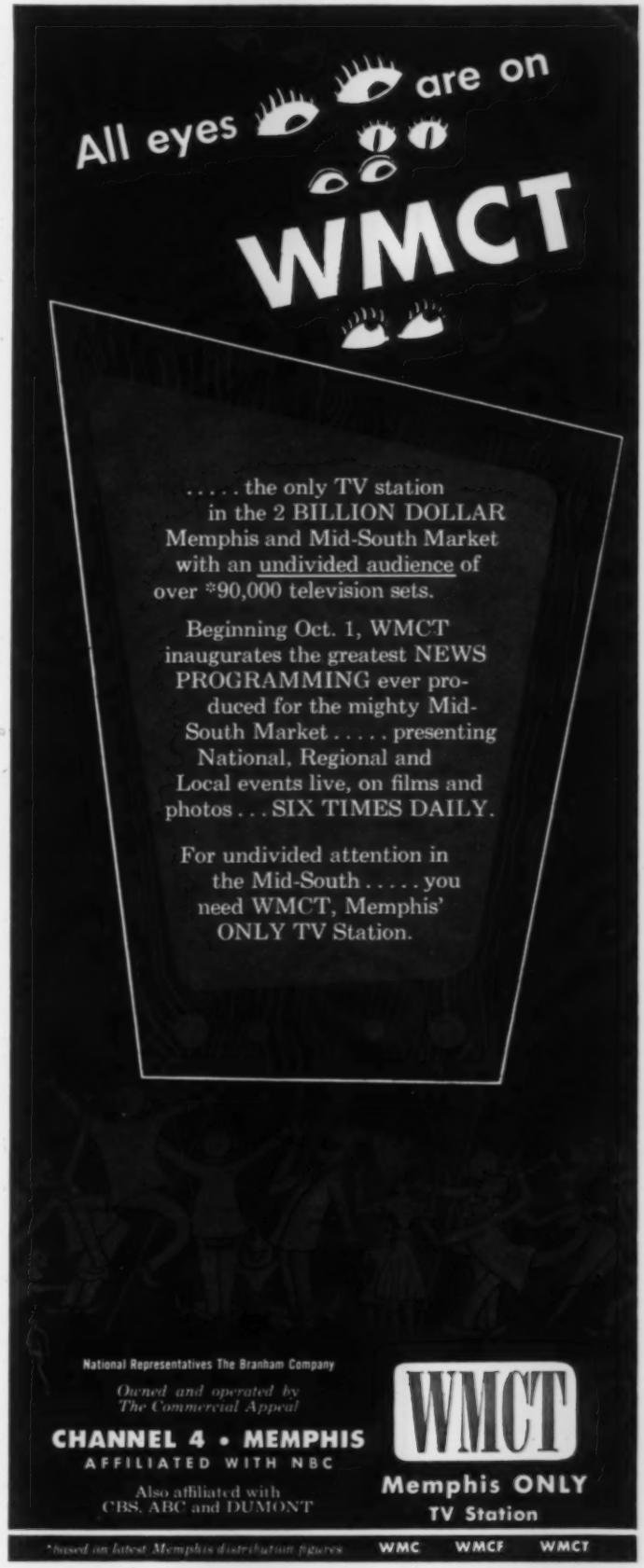
TV'S A PROBLEM

Says IBC's Gibson

FREE television, not the International Boxing Club, is the villain in the current drama of folding fight clubs and represents one of the game's thorniest problems, televiewers of NBC-TV's *American Forum of the Air* were told Sept. 9.

The spokesman was Truman Gibson Jr., secretary of the IBC, who appeared on the TV panel, along with Jersey Joe Walcott, Sen. Herbert Cain (R-Wash.) and Columnist Dick O'Brien of the Washington *Times-Herald*. Subject for discussion was Sen. Cain's request for a probe into IBC operations, including charges that the club wields a monopolistic weapon in the fisticuff enterprise.

The IBC, Mr. Gibson said, welcomes competition because it needs young talented fighters to fulfill its television contracts. Mr. O'Brien noted, in turn, that the District of Columbia Boxing Commission has no control over IBC cards which are billed exclusively for theatre telecasting in Washington. In such cases, he also said, televiewers are denied home reception or so-called "free entertainment."


All eyes are on
WMCT
..... the only TV station in the 2 BILLION DOLLAR Memphis and Mid-South Market with an undivided audience of over *90,000 television sets.
Beginning Oct. 1, WMCT inaugurates the greatest NEWS PROGRAMMING ever produced for the mighty Mid-South Market ..... presenting National, Regional and Local events live, on films and photos ... SIX TIMES DAILY.
For undivided attention in the Mid-South ..... you need WMCT, Memphis' ONLY TV Station.
National Representatives The Branham Company
Owned and operated by The Commercial Appeal
CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC
Also affiliated with CBS, ABC and DUMONT
WMCT
Memphis ONLY TV Station
*based on latest Memphis distribution figures
WMC WMCF WMCT

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
RKO PATHE, INC.
625 Madison Ave
N.Y. 22, N.Y. • Plaza 9-3600

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

Pellegrin

(Continued from page 25)

impact of TV *only* on radio audiences.

Would it be naive to keep hammering away at ANA that TV affects *all* leisure-time activities, especially the *reading* of newspapers and magazines? Perhaps I am re-ploughing old ground, but doesn't it line up something like this:

1. Radio long ago unwittingly "made its bed" by fostering and financing the minute-by-minute radio research services (Hooper, Pulse, Nielsen, etc.) which pinpoint radio listening to a single station and a specific program at any given minute. NO OTHER ADVERTISING MEDIUM GIVES COMPARABLE INFORMATION.

2. Newspapers and magazines offer "circulation" figures only. While some efforts have been made to study readership (or "noting") of specific advertisements and other parts of the publications, nothing resembling radio's minute reports has been attempted by the publications. Nor has anything comparable been *demanded* by advertisers and agencies, the way they have demanded minute-by-minute radio listening data.

3. Advertisers and agencies are at fault, by not *requiring* comparable studies fro all media. If minute-by-minute data on radio listening are essential, then inch-by-inch *readership* data are equally essential! Why has this not been demanded by advertisers and agencies, and why do they not begin now to require it?

4. Radio stations are at fault by continuing to supply such "restrictive" data, by continuing to support the research services that provide these data. Would it be in order for stations to discontinue their use of these services, at least until publications make comparable services available?

5. With the advent of television, these radio-fostered and financed services (Hooper, Pulse, Nielsen, etc.) immediately jumped into the arena and began also to measure minute-by-minute television viewing. Because all their previous studies had been in the radio field, it was natural (and inevitable, perhaps) that their earliest comparisons of TV data would be made against radio listening, *alone*. Thus we went through a period of advertising hysteria, directed solely against radio. Publications remained strangely quiet, offering no data at all on whether readership was being maintained.

6. A few tentative studies disclosed that readership *was* affected by TV. The BBD&O Consumer Panel survey, the Hofstra and Rutgers studies, etc., waved a very red flag indeed when they showed that *time spent reading* is reduced considerably in TV families. But these studies showed only that *total reading time* was reduced, and did not go into detail as to how much of this time was lost to the reading of advertising, or even more specifically, which ads suffered most. For example consider this: a housewife who formerly devoted an average of 40 minutes per day to the reading of the daily newspaper, might easily have devoted 20 of those minutes to browzing through the ads—large ads and small. Then comes TV and she cuts her total newspaper-reading time to 20 minutes, a 50% reduction. But did *all* of this reading time come from the ads? If so, that's a 100% drop! More likely perhaps, she cut her reading time among the ads to 10 minutes, or even 5. That could mean a reduction of 50% to 75%, so far as the advertiser is concerned—and it seems to me to be *very* important to the advertiser to know just what it was! Further, in her reduced reading time, does she now have time to notice only the *largest* of the ads—the full-page or half-page ads? Is it possible that "noting" of full-page department store ads, for example, might be cut only a small percent, but that smaller ads (like *most* of the "national" ads) might be cut almost entirely? These are questions of the greatest import to national advertisers and agencies. How can they be overlooked, when you consider the frenzied zeal of these same advertisers and agencies for minute-by-minute radio and TV data?

7. As I said, only a few tentative studies along these lines have been made, but the danger signals they show are so alarming that it is difficult to understand why they have not been followed up rigorously and thoroughly, first of all by the advertisers and agencies, and secondly by the radio industry in the interests of discovering comparable data that might be our strongest weapon in focusing the spotlight on the *true* rising costs of advertising where it belongs—on magazines and newspapers.

8. Admittedly, "circulation" figures have not dropped a great deal. But "circulation" figures alone mean nothing—certainly they mean no more than the gross "set ownership" figures of radio and television, which advertisers and agencies have not let us use in selling radio for the past 15 or 20 years. I admit that merely because a family buys a TV set, it does not cancel its subscription to its daily newspaper, or to the magazines it has subscribed to for years. But what happens to the *inch-by-inch readership* of the *advertising* in those publications, now that the family has less of its leisure-time to devote to them?

9. We know that "radio set ownership" has not declined with television; in fact, it has grown by leaps and bounds. But advertisers and agencies will not let us sell radio because our "potential circulation" is greater than ever! *On the contrary, despite* this "greater circulation," their fanaticism in digging out minute-by-minute listening data on radio has forced radio to *cut* its rates. Why then, the inexplicable inconsistency in permitting publications to count "circulation", to *raise* their rates, and still not furnish any inch-by-inch readership figures on advertising content?

Clearly, all of us are missing the boat every day we let this fantastic situation continue.

The second news story in the trade papers this week is the announcement that Ken Baker is to head the new Standard Audit & Measurement Services, Inc. We all know that Ken is one of the finest research men in the advertising business; he has earned the respect of all segments of the advertising industry, radio and non-radio alike.

This *might* be the golden opportunity we have been awaiting to supply the missing links in the advertising-research field.

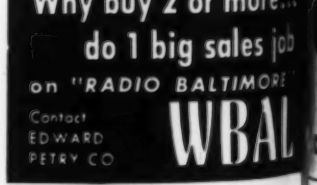
The news story said, however, that the new organization will measure radio-television audiences somewhat like BMB did, with refinements. If we permit this to be the total effort of the organization, we will be digging radio's grave deeper than ever. We will be fostering and financing another of those research services which have put radio in the tight spot it is at present, and we will be doing nothing to undo the harm they have already done, or to supply the obvious deficiencies in comparable research among *all* media.

Now is the time to act, before the new organization gets fully under way. Now is the time for the Affiliates Committee and others who are vitally concerned with this problem to organize a movement to persuade this new Baker organization to include in its set-up all the forms of advertising research that national advertisers and agencies should have, to reach intelligent

Big Schedule

EIGHT football games each weekend will be carried by KCNY San Marcos, Tex., which Tom Fleet, general manager, believes may be the heaviest play-by-play football schedule of any daytime station in the country. Four games will be local, the others from Liberty Broadcasting System. Only play-by-play portions of local games will be recorded, cutting time of each game to about an hour. Some games, played as far as 400 miles from San Marcos, will be recorded on tape, then flown to KCNY for broadcast. Although Mr. Fleet said there will be myriad production problems, the bright note is that all games are sold.

HEY! Mr. Account Man!
See your time buyer FAST
and Tell Him . . .
"Phillips Sent Me"
"Red Hot and Blue" is the Mid-South's
Greatest Night Time Race Program!
Tennessee's Governor Browning says, "It's the Liveliest Program in the South." Patti Page says, "It's Terrific" . . . and 3,000 requests per week say, "We're buying because PHILLIPS SENT ME!" It's time to let Phillips send some your way!
Get Sales on "Q" . . . Others Do!
For Spot or Program Participation see . . . WEED!
Mr. "Q"
PHILLIPS SENT ME
RECORDED BY
LIONEL HAMPTON
JOE LIGGINS
and his
HONEY DRIPPERS
WHBQ "56 FIRST ON YOUR RADIO
MUTUAL IN
MEMPHIS, TENNESSEE



and fair conclusions.

Perhaps, if this new organization will cooperate, this should be the channel for the diversion of some of the millions of dollars now spent by radio stations on the "limiting" research they are buying, to their detriment!

Although it is not necessary, let me state that I am not connected in any way with this new organization of Ken Baker's; I have not even talked to him about this; he does not know I am writing this; I am not trying in any way to stooge or shill for him or this new business; I have no axe to grind and no motive whatsoever except the *good of radio*. I have no idea what his reaction will be to this proposal; he might even oppose it, but knowing his research acumen and his general knowledge of the mess we are all in, I think he will recognize a golden opportunity to do of *real* service to *all* segments of advertising.

The details and techniques can be worked out by the experts, but now is the time to get started. While this new organization is tooling up to make its proposed studies of radio and television listening, it would be simple for them to make arrangements to carry the research that *vital step further*, and *also* report inch-by-inch readership data on the reading of advertising in newspapers and magazines. Without this, the radio-television data are almost worthless in the present state of confusion and inter media bickering. With it, we will have *comparable* data that could be literally priceless to radio and television in the years to come; data that for the first time will enable national advertisers and agencies to evaluate all media on a fair and accurate basis. On that basis, we know we have nothing to fear.

Therefore, I would urge several steps:

1. An immediate blast by the Affiliates Committee against the biased ANA third report on radio, as being deficient, inaccurate and misleading.

2. An immediate challenge to publications to produce comparable inch-by-inch readership figures on advertising.

3. An immediate challenge to advertisers and agencies to DEMAND from publications (as they have from radio and television) the same pin-point types of readership data on an inch-by-inch basis, page-by-page, day-by-day, month-by-month.

4. An early conference with Dr. Ken Baker and his associates, to explore the ways and means of having his new organiaztions do what is so vitally needed, so deficient in present research, and so obviously desirable.

5. Sponsorship of a movement among stations to refuse to support another run-of-the-mill "limiting" research service, aimed at radio-television only, *unless* it does the total job of providing comparable data on all media.

6. Sponsorship of a movement among all subscribers to present "limiting" research services, to divert their support from these grave-digging services to one that will do a beneficial job for the entire advertising industry.

We have been suckers for 25 years. I think that's long enough. After all this bitter and costly experience, now is the time for radio and television to assert their independence, shake off these shackles that we have paid for with our own blood-money, tell the advertisers and agencies that if they won't do the job for themselves, we'll do it for them, and—by these methods—get back on top of this situation instead of remaining where we are, bloody and beaten at the bottom of a heap, victims of our own misguided dollars spent in the past for "limiting" research that has not just "bitten the hand" but has damn near cut our throats.

WHILE vacationing, Chester M. Matson, manager, Los Angeles office, Petrey & Co., representing KOMO Seattle, had chance to view first-hand KOMO's merchandising activities for an account placed through his office by Raymond R. Morgan Co. of same city. Pictured are Mr. Matson (l) and Ray Baker, KOMO commercial manager, inspecting Folger Coffee display in KOMO foyer tying-in with Folger's 4th consecutive Doorbell Coffee Quiz promotion on station's 12:15 p.m. newscast.

TOA Report

(Continued from page 84)

the theatre in this country."

He said he was discussing only "the broad picture" as he and the committee envision it. Details—such as various types of theatre TV fare, how long such shows will be run, etc.—will be worked out as the medium develops, he said. But he was confident theatre TV offerings will eventually become regular supplements to each motion picture show, though for a long time he expected theatre TV presentations to remain "occasional."

He did not think the theatre TV feature would ever replace the motion picture feature.

Most current theatre TV operations are losing money, Mr. Wolfson said. But he thought this situation would improve. As more and more theatres start carrying theatre TV programs, he said, the cost to them—and to the public at the box office—should come down.

For last week's theatre TV showing of the Robinson-Turpin fight, it was understood, the fight promoters increased their charge to the theatre group to 75 cents a seat, compared with about 40 cents for previous bouts.

It also was reported RCA expects to reach a production rate of some 30 theatre TV units a month within about 60 days, and to attain an even faster pace thereafter. At present, Mr. Wolfson said, orders for both theatre TV equipment and AT&T facilities outnumber the supply.

Mr. Wolfson cited the case of his own Wometco Theatre Chain in Florida and the Bahamas and their WTVJ Miami as an example of mutually helpful cooperation between theatres and television. In this case, he said, cooperation includes exchange of both personnel and ideas.

He strongly recommended that theatres utilize television's sales power to advertise their movie wares. TV advertising, he said, contributed much to the fact that the theatre box office has held up better in the Florida area than in the nation generally, and that, in fact, five large new theatres have been constructed in that area in the past two years.

On the subject of motion picture film for home television, Mr. Wolfson said his committee feels, aside from the competitive problem, that theatre films are "not suitable" for broadcast television from the standpoint of photography, and at best are "stopgaps." Home television, he said, needs specially made films. From the competitive standpoint, he did not believe producers should be required to make their films available for home television when to do so would cost them money.

The TOA convention, at which Mr. Wolfson's committee will make public its formal report, is scheduled Sept. 23-27 in New York.

NEWS
from Binghamton, N. Y.
ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS
CALL RADIO REPRESENTATIVES, INC.

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION

Chief Says:
"My braves know how to open door,
Make the pitch and close the sale.
Chief Station 'spots' sure offer more
'Cause they get in where others fail."

SALES SUCCESS STORY

No supersalesmen? Ask H-R Reps or Hal Waddell about Hines, Clifton and Freed... *your* best salesmen in the Greater Cleveland Market.

CLEVELAND'S Chief STATION
WJW
5000 W. WJW BUILDING
BASIC ABC CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

KLX-AM-FM Oakland signed largest daily bulk time contract in its 26-year history with Grodins' of California, Oakland men's store, to sponsor minimum of four hours daily of Japanese Peace Conference. Grodins' officers above are (l to r) Richard L. Grodin, Arnold Michaels, Clifford W. Grodin with Mark Gerstle, of KLX.

SPONSORSHIP of *Touchdown Tips* on KFSD San Diego during the coming season has been contracted for by Carlson & Simpson, auto service firm. At signing are Jack Peterson, radio-TV dir., Barnes-Chase Co.; Victor E. Westerlund, pres., Carlson & Simpson Inc., and Thomas E. Sharp, KFSD pres.

VICTOR KIRSCHMAN, president, Kirschman's Furniture Store, New Orleans, signs for a minimum of 1,000 spots on WMRY New Orleans during coming year. Beaming approval are Russ Offhaus (l), WMRY asst. mgr., and Sam Rosenbaum, Rosenbaum Adv. Agency.

FOLLOWING signing of "yellow oleo" bill in Pennsylvania Aug. 24., Jelke Good Luck Oleomargarine signed for sponsorship of 15-minute quiz show over WCAU Philadelphia, originating in supermarkets. (L to r) Joseph T. Connolly, v. p. in charge of WCAU radio; Hugh Ferguson, m.c. of program, *Good Luck to You*, and Harvey Howell, ad mgr. of Jelke Good Luck. Show is heard Mon.-Fri.

LOCAL Ford dealer, McCain-Richards, will sponsor all football games of Ouachita Parish High School, on KNOE Monroe, La. Signing are (seated, l to r) Alaine Fink, KNOE sales rep.; Vagee Rivers, McCain-Richards v. p., and Charles Nelms, McCain-Richards sales and prom. mgr.; (standing, l to r) Paul Goldman, KNOE gen. mgr., and Irv Zeidman, KNOE asst. mgr.-program dir.

V. H. GARABEDIAN, Western Union ad mgr., sends one of the first 15-minimum word telegrams to Walter Johnson, seated at right, sales mgr., WTIC Hartford. Standing (l to r) are Joseph J. Weed, Weed & Co., station rep., and Bob Day, of Albert Frank-Guenther Law, Western Union agency.

TRADE-INS

Reserve Board Cracks Down

THREATENED crackdown on dealers who offer "fictitious" trade-in allowance on radio-TV receivers and other household appliances with "no money down" advertisements materialized Sept. 7 as the Federal Reserve Board amended regulation governing installments purchases [BROADCASTING • TELECASTING, Sept. 10].

The board issued new rules for judging so-called trade-in allowances, and asserted that violations will be punishable by fines not to exceed $5,000 and imprisonment up to one year.

The chief reservation placed on trade-in allowances is that they bear "a reasonable relationship to their real value, and that the 15% down payment on sets be computed at the same percentage of the article's "cash price . . . net of any rebate or sales discount."

Trade-in allowances, rebates or discounts would be permitted by dealers as long as they are "not used as a cloak to conceal evasions of the down-payment requirements."

Genesis of the new FRB ruling was a number of complaints that some dealers have been advertising "no money down" offers, particularly on TV sets. In many cases involving trade-in allowances, the board noted, dealers have rigged prices and consumers actually have paid as much as they would for outright cash purchases. The board declared:

The provisions of the statute and regulation prohibit certain practices which attempt to use fictitious trade-in allowances to evade the down payment requirements. This is true, even though the regulation does not necessarily require that trade-in allowances counted against down payments be limited to the actual market value of the trade-in or to the amount for which the retailer expects to be able to sell it.

Credit controls also would be violated in instances where the dealer:

● Applies against the required down payment a trade-in allowance on items "having a value that was nominal or negligible or that bore no reasonable relationship" to the allowance.

● Fails to keep records showing the cash value for each trade-in plus other data needed to prove the transaction was effected in good faith.

● Did not receive "delivery and possession" from the purchaser of the article on which the trade-in allowance was made.

'RED FRIDAY'

KMPC 'Freedom' Stunt

WHAT happens when a radio station is taken over by the Reds will be demonstrated dramatically Friday (Sept. 28) on KMPC Hollywood to focus public attention on the *Crusade for Freedom* drive.

To be called "Red Friday," the day of the Red radio domination will start during the early morning Ross Mulholland program when mock communist troops "invade" KMPC and take over operations.

Throughout the rest of the broadcast day, until 8 p.m. news, the station's entire program structure will be "Red dominated" with Soviet-slanted news and features, "politically-approved" musical selections and special features, according to John Baird, station public affairs director.

Chef Milani, on his morning food program, is to feature an elaborate menu of ersatz Russian food. Climax of "Red Friday" will be a dramatic feature, *The Year of Probability*, which will describe what could happen if free speech in America were throttled by Soviet thought-control.

The event will be heralded by an extensive spot announcement campaign on KMPC on preceding days.

KMPC advertisers, given advance notice of the unique *Crusade For Freedom* event, have been invited to join in the spirit of the occasion with suitable commercials.

KBA Meeting

KENTUCKY Broadcasters Association will hold its annual fall meeting Oct. 4-5 at Hotel Beecher, Somerset, Ky. Those planning to attend are requested to write Mike Layman, WSFC Somerset, Ky.

ADIO COURSES

VA Policy Attacked

HE POSITION of the Veterans dministration in treating radio- training courses as "avoca- al or recreational" pursuits is nded as "indefensible" and an lier ruling should be altered conform to broadcasting's occu- ional status as an industry. This is the conclusion drawn in report being prepared by the ouse Veterans Select Investi- ting subcommittee which has en probing into certain VA ir- gularities. [BROADCASTING • LECASTING, Aug. 6]. The report ill be issued formally later this nth.

Under the so-called "avocational ing" handed down by the agen- 's Washington headquarters and de a part of Public Law 346, erans are prohibited from tak- other than listed vocational rses unless they can "justify" eir training before the Veter- s Administration.

Notice Served

Last February the central of- notified field authorities, with- advance consultation with in- stry and other groups, that adcasting courses were to be judged avocational or recrea- nal. Broadcasting thus was mped with the so-called "enter- inment" group, depriving vet- ns of tuition, subsistence and er benefits.

The ruling drew a storm of pro- ts from local stations and ARTB which, on behalf of the dustry, testified in a hearing ly 19. In the report data on % employment of radio-TV dents through regional place- nts is cited by the Dallas reg- al office. Other objections were d, pointing out that the courses tributed to the veteran's occu- tional advancement. Importance skilled technicians in civil de- se also is stressed.

In all, the subcommittee received ndreds of letters from broad- sters protesting the unfair dis- mination, some of the stations ing detailed factors in the em- ployment of combination men, according to the report.

The document also scores the VA for taking the action without consulting industry, regional VA managers, state laws or educational groups.

The ruling, said the report, does not give the veteran the full benefit of a "liberal" interpretation with respect to courses in radio and television.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In "COVERED" WAGES

GREENVILLE	$112,827,014
Columbia	62,217,401
Charleston	48,677,862

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH WFBC 5000 WATTS

NBC For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

WCAM Camden, N. J., on Aug. 25 began construction of its new transmitter site at Pyne Point Park in Camden. On hand were (l to r) Herbert L. Wilson of Herbert L. Wilson Assoc. Engineers, Washington, D. C.; Mayor George E. Brunner of Camden; John Cleary, WCAM manager, and Willard C. Schriver, station director.

ATAE AWARD

Honors NARTB, RTMA

NARTB and Radio - Television Mfrs. Assn. today (Monday) will be presented an award of merit by the American Trade Assn. Executives at the ATAE's annual meeting at the Edgewater Beach Hotel, Chicago.

Robert K. Richards, NARTB public affairs director, and James D. Secrest, secretary-general manager of RTMA, will accept the award from Wesley Hardenbergh, president of American Meat Institute and ATAE past president.

The presentation will be made in recognition of the annual Voice of Democracy contest jointly operated by NARTB, RTMA and the U. S. Junior Chamber of Commerce. Mr. Richards is chairman of the Voice of Democracy Committee.

Awards selection committee was headed by Charles Sawyer, Secretary of Commerce. The committee annually picks award winners from its 1,100 trade association members.

Citation to NARTB-RTMA reads as follows:

For their excellent services to the industry and the public and especially for the annual "Voice of Democracy" contest for high school students. 8This project was developed to encourage and stimulate appreciation of the youth of America for the meaning of democracy and free speech, and a fuller appreciation of the challenges and responsibilities of free men. More than five million high school students have participated in the program during its brief, four-year period of existence.

Tom Lathrop

THOMAS H. LATHROP, president of Lathrop Adv. & Sales Promotion Co., Sioux City, Iowa, died Friday, Sept. 7. The funeral was held Sept. 8 in Delphia, Ind., his birthplace. He is survived by his wife, Patricia, and three sons.

APPROXIMATELY 3,150 Kiwanis Clubs in U. S., Canada, Hawaii and Alaska, sponsored half-hour radio show *National Kid's Day* Sat., Sept. 15 on ABC, to focus attention on problems of underprivileged children.

MILLER TOUR

Truman Gets Report

REPORT on United States information services in Latin American nations was given President Truman Wednesday by Judge Justin Miller, NARTB board chairman. Judge Miller recently returned from a personal inspection tour conducted at the request of the State Dept. He is a member of the U. S. Advisory Commission on Information.

Judge Miller saw the President twice Wednesday, taking part also in presentation of a cake by the National Citizens Committee for United Nations Day. He is chairman of the radio and TV subcommittee.

This week Judge Miller will attend meetings of the American Bar Assn. in New York. He is a member of a committee planning a field study of the effect of crime portrayal in mass media. In addition, he is member of a subcommittee on cooperation of laymen with lawyers and judges.

Report of a committee dealing with radio, TV and press responsibility for fair criminal trials will be submitted to the ABA's Criminal Law Section at 10 a.m. Wednesday. FCC Chairman Wayne Coy is a member of this committee. Another ABA section will take up pending copyright legislation.

HUNTING EQUIPMENT

WREN
TOPEKA

ABC
5000 WATTS

WEED & CO. NATIONAL REPRESENTATIVES

FAIR PROGRAMS

WIBW Topeka airing two broadcasts daily from Kansas fairs. *Dinner Hour Concert*, 11:30 a.m. daily, and *Kansas Round-up*, 3:15 p.m. daily, broadcast from Kansas Free Fair in Topeka and Kansas State Fair at Hutchinson, 200 miles away. Station's farm director, Wes Seyler, also making tape recordings for daily broadcast from each fair site.

AIDS 'CRUSADE'

WAAM(TV) Baltimore Sept. 3 and 4 carried two special programs opening Maryland drive for Crusade for Freedom. *Tee Vee Waamboree* demonstrated famous "Freedom Balloons," with station using equipment especially brought to studios for inflation of balloons, which carried message to finder urging notification of WAAM where they were found. Maryland Governor Theodore McKeldin delivered his "Crusade for Freedom" proclamation over station the next night.

FOOTBALL SCHEDULES

WMLS Sylacauga, Ala., sending alumni of Alabama Polytechnic Institute (Auburn) letter announcing stations broadcast coverage of school games. Attached is schedule card of all football games being carried on station. Cards are being distributed to schools, drug stores, restaurants and sports location.

programs promotion premiums

DAILY FILM NEWS

KPRC-TV Houston, started Sept. 3, *Houston Today*, Mon. through Fri., 6-6:10 p.m., TV newsreel sponsored by Western Auto Stores. Film covers happenings in Houston and vicinity including sports and spot news, such as accidents, fires, police calls and other incidents. Film is processed, edited, written and scored for music each day that it is carried. Southwest Film Productions Inc. gathers news for production.

SELL THEMSELVES

WCHS Charleston, W. Va., staff members and management heard so many spots and chainbreaks on their station urging people to donate blood to Red Cross that seven members of station decided to give some of their own. Station owner Lewis Tierney said "We've been preaching to others, so we decided to practice what we preach." Others contributing blood were Manager Jack Gelder, Program Director Mort Cohn, Chief Engineer Bill Dixon, Auditor George Kallam, Disc Jockey Ned Skaff and Studio Engineer Johnny Barker.

BIG SWITCH

KCBS San Francisco following up recent switch to 50 kw with unique promotion. In four page layout (full eight column newspaper pages made up to simulate daily newspaper) station reprints news and magazine stories and pictures publicizing pending power increase prior to last Aug. 9 switch. Model paper was sent to trade with attached note from William Cullenward, KCBS director of press information, stating: "50,000 watts for KCBS was news, it seems." Clipping have continued to pour in, making this just part of the total coverage of KCBS's "Big Switch."

PARTICIPATION SHOW

KSFO San Francisco, *Tunes at 10*, Mon. through Fri. 10-11 a.m., participating musical program inviting Northern California housewives to tell station and its listeners "what I would do if I had a radio show of my own." Emcee Wally King selects winners from among program ideas submitted by mail. Winners appear on program to receive prize, discuss their ideas and see ideas tried on show.

FOLK SHOW

KGO-TV San Francisco, Folksville, Thurs. 10:45 p.m,. sponsored by Ken's Motor Sales, S. F. Program stars Barbara Dane, singer and recent winner on KGO-TV's Miss U.S. (Television series, explaining in song and story background of America's folk music . . . "a unique heritage . . . a blend of all the tongues of the earth." Weekly guests on show present folk dances and lore. Agency is Byrne & Grill, S. F.

MORE PUBLIC SERVICE

WHLI Hempstead, L. I., recently broadcast speeches by Arthur Godfrey and Harold R. Boyer, aircraft production chief of War Mobilization Board, at kick off dinner for Long Island industries campaign to raise funds for local hospitals. Station reports emphasis will be put on more public service this fall with station planning to tape afterhours events for broadcast following day, before afternoon papers reach stands.

SUCCESSFUL AUCTION

WMNB North Adams, Mass., Sept. 2 aired two-hour radio auction, conducted by Sportscaster "Bucky" Bullett, raising money for Children's Cancer Research through auction of merchandise contributed by area's businessmen. Three-or-four-hundred dollars had been goal, but radio auction brought in more than $2,000. Many persons drove to station to bid when they found busy telephone circuits prevented their calling in, while other bidders generously returned merchandise for a repeat sale.

YO-YO GIMMICK

KITE San Antonio sending out pencils with small yo-yo attached to one end. Message on pencil says "Relax! Play with your yo-yo, listen to the good music on KITE."

FOLK MUSIC

KGO-TV San Francisco, *Folksville*, Thurs. 10:45 p.m., sponsored by Ken's Motor Sales, S.F. Program stars Barbara Dane, singer and recent winner on KGO-TV's Miss U.S. Television series, explaining in song and story background of America's folk music . . . "a unique heritage . . . a blend of all the tongues of the earth." Weekly guests on show present folk dances and lore. Agency is Byrne & Grill S.F.

FOR THE BIRDS

WOW Omaha's Johnny Carson, disc jockey, took up battle to save pigeons after Douglas County Courthouse officials decided to get rid of the birds following $50,000 cleaning job on building. Mr. Carson told listeners to "drop a card or phone the courthouse and let them know how you feel about it." was surprised when courthouse received a thousand calls in hour following broadcast. Next day disc jockey and engineer did remote from courthouse roof, then interviewed county employes on building's steps. Climax to incident is contest to find best letter, pro or con, on pigeon question with winner getting squab-under-glass dinner at exclusive Omaha dining room.

BET DEBT PAID IN PAINT

WCAX Norfolk's Mark Scott made bet with local delicatessen sponsoring ball club on place Portsmouth Cubs baseball team would occupy in league standings. If Cubs landed in first place, Mr. Scott would have to re-paint sponsor's sign. They did, so sign got new paint job by Mr. Scott.

'AMERICA IS SOLD . . .'

ABC Radio ran advertisement in *New York Times*, Sept. 5, using slogan "America is sold on ABC." Ad has memo with question "What advertisers spend more money on ABC radio than in any other medium?" Answer is given below with list of advertisers.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Telestatus

(Continued from page 80)

spectively), 25 each (no date). Ger-an outlets are in Rias and Hamburg.

Most all of the outlets, with the exception of those in France and the United Kingdom, were reportedly experimental outlets. Stations also were listed for Czechoslovakia (1), Sweden (Zurich) (1), Soviet Russia (Moscow and Leningrad) (2), Morocco (Casablanca under construction) (1), and Argentina (Buenos Aires—slated for fall) (1), and Spain (equipment ordered for Madrid and Barcelona) (2).

In the case of Mexico, the report also noted that a third outlet (XHELD) is scheduled to open this month.

PIX Card No. 4 Lists Higher Rates

PIX San Francisco issues new Rate Card No. 4 with average increases of one-third in basic rates. New card also inaugurates new frequency discounts.

On the new card Class A hourly rate moves up from $450 to $600; Class B hours increase from $340 to $450; Class C from $225 to $300 and announcements of one minute or less jump from $75 to $120. Frequency discounts up to 20% for maximum frequency of 260 or more times will be granted.

'Toast of Town' Tops Telepulse List

FIRST among once-a-week TV shows in Telepulse listing for the first week of August is *Toast of the Town*. Multi-weekly winner of the top 10 network programs is *Cactus Jim*. Ratings reported are:

Once A Week Shows	Program Average Rating Aug.	July
Toast of The Town (CBS)	30.1	26.7
Fireside Theatre (NBC)	25.5	24.7
Philco TV Playhouse (NBC)	24.6	26.2
Kraft TV Theatre (NBC)	22.6	23.4
Lights Out (NBC)	21.6	21.0
Godfrey and His Friends (CBS)	20.9	22.5
Somerset Maugham Theatre (NBC)	19.4	
Godfrey's Talent Scouts (CBS)	19.1	21.8
What's My Line (CBS)	18.8	
Man Against Crime (CBS)	18.5	21.1

Multi-Weekly Shows	Program Average Rating Aug.	July
Cactus Jim (NBC)	11.4	13.4
Howdy Doody (NBC)	11.4	12.1
Camel News Caravan (NBC)	10.2	11.3
Captain Video (DuM)	8.1	7.9
The Stork Club (CBS)	8.4	8.5
TV Top Tunes (CBS)	8.4	7.9
CBS-TV News (CBS)	7.8	8.5
Ernie in Kovacsland (NBC)	7.2	7.7
Space Cadet (ABC)	6.5	6.4
Broadway Open House (NBC)	6.2	5.5

Drama and mystery shows lead the top 10 TV program types for the month of August. The Pulse Inc. also reported breakdown:

	Average Rating
Drama and Mysteries	14.5
Feature Films	14.1
Talent	14.0
Boxing	13.7
Comedy-Variety	11.5
Musical Variety	10.6
Comedy Situation	10.4
Westerns	9.7
News	9.7
Quiz-Audience Participation	9.6

Average ratings of all leading program types except feature films dropped slightly from their July levels as many leading programs took summer vacation.

EXTENSIVE eleven-week "Training in Industry" course at Raytheon Mfg. Co., in Waltham, Mass., was completed last week by five Armed Forces officers—two Air Force colonels, two Navy Commanders and one Marine Colonel.

ORSON WELLES

Offered on L-W Series

AT LEAST 100 radio stations responded to an advance survey telegram sent to a selected 150 stations announcing the availability of the new Orson Wells transcribed radio series, *The Lives of Harry Lime*, *The Third Man*, according to Lang-Worth Features Programs Inc., New York.

"Not since 1931 have we witnessed so quick and warm a response from radio stations to an open-end transcription series as we've had to the return of Orson Welles . . .," Cy Langlois, president of Lang-Worth, told BROADCASTING • TELECASTING.

Series is based on the film "The Third Man" and features the zither compositions of Anton Karas.

Lives of Harry Lime is being heard in Europe through BBC and is reportedly the first transcribed package to mave been sold to the British radio organization. The program is broadcast simultaneously in four other languages. In Germany the programs are heard on the French, American and British lines. Radio Diffusion Francais broadcasts the programs in France. Series also is heard in Holland and Italy.

FRANK J. CAMPBELL

Co-founder of Ad Agency

FRANK J. CAMPBELL, 72, co-founder and first president of the Campbell-Ewald Co., ad agency, was killed Sept. 9 when a huge boulder rolled over him while he was searching for agates near Madras, Ore. Mr. Campbell, a recognized amateur mineralogist, made his home in Waterford, Mich.

With Henry T. Ewald, Mr. Campbell established the agency 41 years ago. He sold his interest in the firm 34 years ago, before it reached a top position in the advertising field. Surviving are two daughters, Mrs. Thomas P. Dunn and Mrs. Laurence Goodspeed.

BOARD of Decca Records, Sept. 5, declared regular quarterly dividend of 17½ cents per share of capital stock, payable Sept. 28 to holders of record Sept. 17.

Visualize markets with this big 25" x 35" outline map. Every radio—AM • FM • TV—station in the United States and Canada

Key tool for productive sales planning. Use it for presentations, to demonstrate coverage, plot network and spot campaigns. Takes ink like your letterhead.

Prices

5 copies—$ 4.50 25 copies—$20.00
10 " — 8.50 50 " — 37.50
100 copies—$70.00

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Send _____ maps to the undersigned.

I enclose _____. Please bill ☐

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Sept.			
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Clift	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

Sept. 17: BMI Program Clinic, Augusta, Me.

Sept. 17: Institute of Radio Engineers Professional Group on Broadcast Transmission Systems. Report by Eight Ultrahigh Specialists, Franklin Institute, 10 a.m. to 6 p.m., Philadelphia.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 18: BMI Program Clinic, Boston, Mass.

Sept. 18-20: RTMA Meeting for Smaller Radio-TV Mfrs., New York.

Sept. 19: Hearings begin on Crime Legislation (S 1563, S 1564, S 1624) Senate Interstate and Foreign Commerce Committee, 10 a.m., room G-16, U. S. Capitol, Washington.

Sept. 20: BMI Program Clinic, Rochester.

Sept. 24-25: Annual meeting Central Canadian Broadcasters Association, Royal York Hotel, Toronto.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 26: Federal Trade Commission, Trade Practice Conference for Radio-TV Industry, Second Session, 10 a.m., National Archives Bldg., Washington.

Sept. 27-29: 77th meeting of Canadian Broadcasting Corp. Board of Governors, Radio-Canada Bldg., Montreal.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.

Oct. 4-5: Kentucky Broadcasters Assn., Hotel Beecher, Somerset, Ky.

Oct. 4-5: Continental Adv. Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 5-7: Second District Meeting, Adv. Federation of America, Sterling Hotel, Wilkes-Barre, Pa.

Oct. 7-9: Tenth District Meeting, Adv. Federation of America, Washington-Youree Hotel, Shreveport, La.

Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 15-16: Boston Conference on Distribution, 23d Annual Forum, Hotel Statler, Boston.

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 18-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.

Oct. 18-20: AAAA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

Oct. 19: NARTB TV Members Meeting, Stevens Hotel, Chicago.

Oct. 19-20: Fifth District Meeting, Adv. Federation of America, Fort Hayes Hotel, Columbus, Ohio.

Oct. 22-24: National Electronics Conference and Exhibition, Edgewater Beach Hotel, Chicago.

Oct. 22-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.

Oct. 25-26: AAAA Central Council Annual Meeting, Blackstone Hotel, Chicago.

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 28-31: Life Insurance Adv. Assn., Annual Meeting, Williamsburg, Va.

Oct. 29-31: IRE-RTMA Annual Meeting. Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

Oct. 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 12-15: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.

June 8-11: Adv. Federation of America, 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 22-26: Advertising Assn. of the West, Annual Convention, Seattle.

Date not set: National Television Film Council First Annual Trade Convention and Exhibition, New York.

Date not set: American Marketing Assn., Winter Conference, Hotel Kenmore, Boston.

SAMMY KAYE'S *Sylvania Sunday Serenade* yesterday became first network radio show to emanate in its entirety from the new $4,000,000 War Memorial Auditorium in Syracuse. Week-long dedication festivities will also include appearances by Faye Emerson and Eleanor Steber.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.

National Representatives

RECEPTION given by Crosley Broadcasting Corp. for Gilbert W. Kingsbury, new administrative assistant to the Crosley president, drew some 200 government officials, newsmen and clients of WLW and WLWT (TV) Cincinnati. (L to r): Mr. Kingsbury chats with Robert E. Dunville, president of Crosley, and Rep. Brent Spence (D-Ky.), chairman of the House Banking & Currency Committee. Reception was held at the Gibson Hotel in Cincinnati Aug. 30.

WBS SALES UP

Thesmar Appointed

WORLD Broadcasting System, program and sales service firm, did 48% more business this summer than last, Herbert Gordon, vice president, announced last week.

Immediate result of the increase is a new budget upping talent expenditures next year by 40%. Plans call for signing at least two Hollywood stars, a Broadway musical comedy star and a big-name orchestra.

Appointment of L. H. (Hack) Thesmar, for three years general manager of WDAR Savannah, Ga., as a World field representative was announced last week. Mr. Thesmar has been in radio since 1942, when he joined WSAV Savannah as salesman. He later became commercial manager of WSAV.

Serious music will receive greater emphasis from World Broadcasting with a 55-piece concert orchestra as well as a large mixed choral group to record at least 60 selections for affiliated stations. Salon music by top contemporary artists also will be released.

Expansion requires additions to the World Broadcasting field force it was reported.

KAUFMAN BOOK

Lists Best Drama

EIGHT scripts selected from a network drama programs and eigh articles by experts in the industr are included in the second volum of *Best Television Plays of th Year* (1950-51), edited by Wi liam I. Kaufman, NBC televisio casting director. The book i scheduled for October publicatio by Merlin Press.

Dramas selected by Mr. Kaufma include: "The Rocking Horse" by Do Halman for *Armstrong Circle Theatr* "Vincent Van Gogh," by Hoffman Hays for *Philco Television Playhou* "The Kathryn Steffan Story" Kathryn Steffan for the *The Big Sto* "The Lottery" by Shirley Jackson f *Cameo Theatre*, "Pharmacist's Mat by Budd Shulberg for *Pulitzer Pri Playhouse*, "The Night They Made Bum Out of Helen Hayes" by Bi Rose for The *Billy Rose Show*; "Be derline of Fear" by Joanna Roos a Edward Mabley for *Danger*, a "Rosie's Haircut" by Gertrude Be for *The Goldbergs*.

RAYTHEON Mfg. Co., Waltha Mass., recently announced regul quarterly dividend of 60 cents p share on $2.40 cumulative preferr stock. Payment will be made Oct. to holders of record Sept. 15.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202

HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536

WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522

MONTREAL, QUE. . . . . TEL. ATLANTIC 9441

NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

CCE MEMBERS

Warned of Senate Bill

ADCAST CONSULTING en- are somewhat worried the effects of a bill intro- by Sen. Guy M. Gillette (D- which might curtail their to appear before the FCC advise broadcast clients.

bill (S1725) was introduced Gillette last June and was red to the Senate Judiciary ittee. No hearings have been iled on the measure, en- "A Bill to Protect the Public Respect to the Practice of by Those Other Than Duly ed Attorneys and Counsels- aw Before the United States rnment Departments, Bureaus, issions and Agencies, and in United States Tax Courts."

a Sept. 6 letter to all mem- of the Assn. of Federal Com- ations Consulting Engineers, Frank G. Kear, secretary of CE, wrote:

have been advised that the bill d prevent consulting engineers participating in pre-hearing ences, discussions with the en- ring bureaus of the Commission, pearing before the Commission manner except as a witness oath on behalf of any of our or companies. The penalty in appearances is $5,000 fine or ear in jail, or both.

also appears from this bill that ould be prevented from advising unseling clients in engineering ers if they have an application ing before the Federal Commu- ions Commission.

vise Services

S OVETA CULP HOBBY, utive vice president of the ston *Post* (KPRC-AM-FM- was scheduled to appear with Anna Rosenburg, Assistant tary of Defense, and Mrs. n Reid, president and pub- r of the New York *Herald une*, on DuMont TV Net- k's *Pentagon - Washington* rday (Sunday). Both Mrs. y and Mrs. Reid are members e new Advisory Committee on en in Service comprising 48 en leaders in radio-TV, journal- stage and other fields.

Farr Success

BEGINNING its fourth year in October is radio-TV dealer Mort Farr's *Wits End*, children's quiz show on WCAU-TV Philadelphia, 12:30-1 p.m. every Sunday. Show pulls over 2,000 suggestions for questions to be used each week. Two weeks ago Mr. Farr took over as m.c., did both the show and the commercials, found the response "highly gratifying." Previously he had appeared from time to time as a guest on the show or doing the commercials. He reports he finds himself recognized by the city's small fry as "Uncle Mort."

Mr. Farr

FLETCHER RESIGNS

NARTB FM Directorship

FRANK U. FLETCHER, former co-owner of WARL-AM-FM Arlington, Va., last week submitted his resignation as a member of the NARTB board in parallel letters sent to President Harold E. Fellows and Chairman of the Board Justin Miller.

Mr. Fletcher wrote he was ineligible for the FM directorship-at-large since transfer of his half interest in WARL-AM-FM had been approved by the FCC. He was serving his second term as an FM director. The term ends next April. Last winter he served as special adviser to NARTB in rewriting the by-laws to provide for admission of TV stations.

Nomination ballots for a successor will be mailed this week by C. E. Arney Jr., NARTB secretary-treasurer, with final ballots to be mailed about Oct. 8. Election results will be announced about Oct. 22. Other FM directorship is held by Ben Strouse, WWDC-FM Washington, who also is chairman of NARTB's FM Committee.

LBS GETS CHISOX

Contract Is for Three Years

ENTIRE home and out of town schedule of the Chicago White Sox will be broadcast exclusively by Liberty Broadcasting System in 1952, 1953 and 1954. Contract was negotiated in Chicago Monday, at which time Liberty agreed to pay $375,000 for broadcast rights.

At the same time, Liberty's affiliation in Chicago went to the Chicago Federation of Labor station, WCFL, from WOPA an independent in suburban Oak Park. Effective date will be announced later.

WCFL will use the Sox schedule to stimulate its variation on the news-music-sports theme, according to Commercial Manager George Isaac. Its contract with Liberty is for two years. The station, following its variation pattern, has inaugurated an hourly news series from the city room of the *Chicago Sun-Times* five days weekly.

TALENT AGENTS

Cautioned on Contracts

WITH new production companies springing up in the Los Angeles area to make films for theatrical and television release, talent agencies have been warned to check financial stability of each before doing business with them.

Caution came from Adrian McCalman, president of Artists' Managers Guild, in a letter to member talent agencies.

He advised that before talent deals were made with new production units, agencies should first make certain the producers have signed basic contracts with the actors, directors and writers guilds. Guilds concerned should be contracted first for clearance before any talent contracts are signed, he stressed.

PROBE REQUESTED

On MacArthur Changes

PROBE to discover whether Washington "bureaucrats" were responsible for upsetting announced time for West Coast radio and TV rebroadcasts of Gen. Douglas MacArthur's Cleveland speech was asked last week by Councilman Ed J. Davenport in a resolution before the Los Angeles city council.

He charged that broadcasts were suddenly changed, depriving thousands of persons from hearing talks and that later announced re-telecasts also were switched.

"Could it be that pressure was exerted by bureaucrats on radio and television outlets to keep western listeners from hearing Gen. MacArthur until after the San Francisco peace conference was over," Mr. Davenport conjectured. His resolution was referred to a city council committee.

AFTER transcontinental microwave relay's completion, 95 of every 100 TV homes in the United States can be served by "live" telecasts, Hugh M. Beville Jr., NBC director of plans and research, announced.

Mr. Aubrey Williams
Fitzgerald Advertising Agency
New Orleans, La.

Dear Aubrey:

Thin's is boomin' in th' hometown uv WCHS, an' they's agonna git even better! Yessir, Carbide an' Carbon already has millions an' millions 'vested here in Charleston, West Virginny, an' I heard on th' news t'other day thet they're agonna put on a big 'spansion program. They plans ter spend 'nother six or seven millions buildin' a new synthetic plant uv some sort er other, an' you knows whut thet means! They's agonna be lots uv peepul with money jinglin' in thur pockets — an' b'lieve me, Aubrey, thet makes fer a durned good market! Fellers like you whut's lookin' fer places ter advertise orta keep Charleston, West Virginny, in mind 'long with th' fack thet WCHS has a double lion's share uv th' audience even with five stations in town!

Yrs.
Alay

WCHS
Charleston, W. Va.

IN MONTREAL
it's
CFCF

Ask the man who knows best—the local advertiser on CFCF.

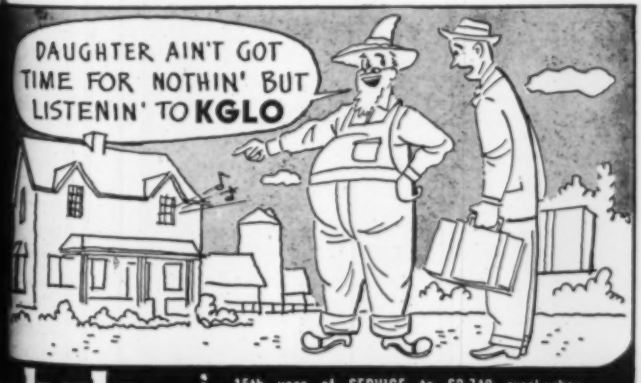
Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the *coverage*, the *listenership*, to do a real selling job in the rich Montreal market area.

CANADA'S FIRST STATION
CFCF

U.S. Representative—Weed & Co.



kglo
KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

CUE CHANNELS

Remote Pickups Allowed

USE OF remote pickup broadcast stations as studio-transmitter links (STLs) for cuing and order purposes was authorized by the FCC last week for AM as well as TV stations.

In a revision of Sec. 4.432(e) of its rules, FCC approved the use of remote pickup stations for all services—AM-FM-TV. Heretofore, the authority was only permitted FM stations.

FCC took the action after issuing a proposed rule last February and receiving comments in April. No objections were filed.

The new rule specifies that such use of a remote pickup station will be permitted only if the station also uses a program STL.

Recommendation by Federal Telecommunication Labs, Nutley, N. J., IT&T subsidiary, that rules governing the use of TV pickup and intercity relay stations also be changed to permit their use as communication circuits to the transmitter was turned down by FCC. The Commission said present rules permit the use of these stations for "related communications" now, and there was no need to change the wording.

Essentially, the revision was put into effect because FM and TV station transmitters are usually located in remote areas not served properly with wire lines. If the regular STL is in use with program material there is no way for the studio to communicate orders to the transmitter crew.

Sec. 4.432(e) now reads:

Remote pickup broadcast base stations will be licensed for the purpose of providing communication between the studio and the transmitter of broadcast stations which utilize a broadcast STL station for program transmission, provided that such operation shall not be conducted on frequencies other than those listed in Section 4.402(a) (3). The term "broadcast STL station" as used in this Section includes "FM broadcast STL," "standard broadcast STL," and "television STL" stations.

FOR FINEST TAPE RECORDING
WOOF
Dothan, Alabama
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

WDAF CENTER

Now Under Construction

CONSTRUCTION is underway on a radio-television center for WDAF-AM-TV Kansas City. The stations are owned by the Kansas City Star Co.

The new center is expected to be completed in time for radio operations there next summer or early spring.

A two-story structure, the center will treble the space now available.

Foundation and basement already are completed. It is being built by the Winn-Senter Construction Co. Architects are Peterson & Curtis and Robert Cowling, associate.

Bill Bates, WDAF-TV manager, described the spacious video studio planned. It will be 60 feet long, 40 feet wide and 30 feet (two stories) high.

"We'll have enough room to set up almost any kind of entertainment program, drama or demonstration," Mr. Bates said.

Television studios and offices will take up most of the first floor. Radio studios and offices, now in the *Kansas City Star* building, will occupy the second floor.

KY. GRIDCASTS

Continue on No-Fee Basis

THROUGH efforts of a committee of western Kentucky broadcasters, working with the Kentucky Broadcasters Assn., the Western Kentucky High School Athletic Conference has voted to permit broadcasting of football games to continue on a no-fee basis. Chairman of the committee was Sam Livingston, business manager and sports director of WKYB Paducah.

Last winter the conference was reported considering action to ban future broadcasting without payment of a fee. Mr. Livingston's committee met with school officials at WHOP Hopkinsville, Ky. The meeting resulted in better mutual understanding it was reported. In some cities, stations are helping schools sell season tickets to the games.

WEEKLY digest of comments of daily press, general and trade magazines on television is offered as service to advertisers, agencies and stations by *Critical Digest*, weekly theatrical newsletter.

FCC actions

SEPTEMBER 7 THROUGH SEPTEMBER 13

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hrs**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of station and transfer applications.

September 7 Decisions . . .

BY THE COMMISSION EN BANC

To Remain Silent

WABY Albany, N. Y.—Granted request for authority to keep silent for 90 days pending financial reorganization.

Designated for Hearing

KFST Fort Stockton, Tex. and KTXC Big Springs, Tex.—On petition of KFST, proceeding for revocation of CP of that station was designated for consolidated hearing with application of KTXC for renewal of license, at a time and place to be specified later, upon issues set forth in FCC orders of March 14.

BY THE SECRETARY

WBEN-TV Buffalo, N. Y.—Granted STA for increase in trans. output power from vis. 85 w to 4.8 kw and aur. from 43 w to 2.4 kw.

September 7 Applications . . .

ACCEPTED FOR FILING

License for CP

KLFY Lafayette, La.—License for CP to change frequency, hours operation, install DA-N.

WBBB-FM Burlington, N. C.—License for CP new FM station.

WSYR-TV Syracuse, N. Y.—License for CP new TV station.

Modification of CP

KGMO-FM Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

KRON-TV San Francisco, Calif.—Mod. CP new TV station to change ERP from 14.5 kw vis. 7.7 kw aur. to 9.5 kw vis. 4.75 kw aur., ant. 1311 feet etc.

WCBS-TV New York, N. Y.—Mod. CP authorizing changes in TV station for extension of completion date.

TV—Ch. 16

Scranton, Pa.—Scranton Times application for new TV station on Ch. 11 (198-204 mc) 2.61 kw vis. 1.31 kw aur. AMENDED to request UHF Ch. 16 (mc unknown) 200 kw vis. 100 kw aur., ant. 1241 ft. etc.

APPLICATION RETURNED

KMCO Conroe, Tex.—RETURNED application for assignment of license from partnership to Montgomery County Bcstg. Co. Inc.

KOLT Scottsbluff, Neb.—RETURNED application for renewal of license.

September 10 Decisions . . .

BY THE SECRETARY

KFOX-FM Long Beach, Calif.—Granted license for FM station; Ch. 272 (102.3 mc) 1 kw, ant. 120 ft.

WJWL Georgetown, Del.—Granted license for AM station, and spec. studio location; 900 kc 1 kw D.

WLBJ Bowling Green, Ky.—Gran. license for change of facilities, in. new trans. and DA-2 and change trans. location; 1410 kc 1 kw, 5 kw DA-2 unl.; cond.

WIMS Michigan City, Ind.—Gran. mod. CP to change trans. locati. cond.

KPOL Los Angeles, Calif.—Gran. mod. CP for approval of ant., tr. and main studio location; change t. trans. and make changes in ant. s. tem; cond.

KNBR North Platte, Neb.—Gran. mod. CP for extension of comple. date to 11-15-51; cond.

WOCB West Yarmouth, Mass. Granted CP to change type trans.

Following were granted mod. C. for extension of completion dates shown: WRRF Washington, N. C. 10-23-51; cond.; KGDE Fergus F. Minn. to 3-29-52; cond.; WGBF Evansville, Ind., to 3-23-52; conditi. WELI-FM, New Haven, Conn., to 4-52.

WPAR-FM Parkersburg, W. V. Granted mod. CP for extension of c. pletion date to 3-12-52.

WTTV (TV) Bloomington, In. Granted STA for increase in tr. output power from vis. 1 kw to 2

ACTION ON MOTIONS

By Comr. Robert F. Jones

Waldo Haggberg Brazil, Grant. Mo.—Granted petition for continua. of hearing from Sept. 19, to Nov. Washington, in proceeding re his plication.

By Hearing Examiner Elizabeth Smith

KJAY Topeka, Kan.—By memo. dum opinion and order granted peti. for leave to amend his applicatio. show reduced maximum expected op. ating value in the direction of X. Chihuahua, Mex.

WKSR Pulaski, Tenn.—Dismisse. moot petition of Richland Radio order to take depositions, filed Aug. 8.

Richland Radio, Pulaski, Tenn.—. missed at request of WKSR its peti. for order to take depositions, filed Aug. 17.

By Hearing Examiner Leo Resn.

Hoffman Answering Service, St. P. Minn.—Granted petition for permis. to amend application for CP in do. tic public land noble radio service St. Paul, Minn. so that he may Ch. 3 rather than Ch. 1, and for. moval of application, as amended, f. hearing docket.

September 10 Applications

ACCEPTED FOR FILING

Modification of CP

KHAD Delano, Calif.—Mod. CP

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPAN.
PRECISION FREQUENCY MEASUREM.
"A reliable service for over 11 ye. For immediate service pleas.
JACKSON 5382
P. O. Box 7037 Kansas City, M.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Laboratories and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
WARNER BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
1727 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 6851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE**

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

station for extension of completion to March 26, 1952.

KLI Blackfoot, Idaho—Mod. CP new station for extension of completion to Nov. 30.

License for CP

WSM Huntington, N. Y.—License CP new AM station.

WAGA-TV Atlanta, Ga.—License for for changes in facilities is existing on.

KPH Ephraim, Utah—License for authorizing reinstatement of CP non-commercial educational FM on.

License Renewal

llowing stations request license re-: KRLC Lewiston, Idaho; KVSF Fe, N.M. (aux.), WBLT Bed- Va.; WGKV Charleston, W. Va.; -FM Washington, D. C.; WCED- DuBois, Pa.

CP to Replace CP

WFMZ (FM) Allentown, Pa.—CP to replace CP new FM station which expired 8-22-51.

September 12 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

KTRB Modesto, Calif. — Designated for hearing at Washington on Oct. 18 application of KTRB to increase D power from 5 kw to 10 kw, change from DA-N to DA-DN and change type trans. operating on 860 kc 1 kw N (BP-7947); made KMOD and KBOX, both Modesto, parties to proceeding.

Night Power Decreased

WAYS Charlotte, N. C. — Granted mod. CP to decrease N power (on 610 kc) from 5 kw to 1 kw using licensed DA, to specify trans. site now licensed, and modify DA-D pattern; engineering cond.

Radiations Increased

KRES St. Joseph, Mo.—Granted mod. CP to increase allowable radiations specified therein in certain directions; engineering cond.

Order Vacated

Desert Radio and Telecasting Co., Palm Springs, Calif.—On its own motion, Commission vacated order of Aug. 1, designating for hearing application to construct new AM station on 1230 kc 250 w unl. and redesignated same with revised issues for hearing in Washington on Oct. 23; made KXO El Centro, Calif. party to proceeding.

Issues Added

WVOP Vidalia, Ga. — On petition, amended hearing order of April 11 to add three issues. Involves application for change in facilities from 1450 kc 250 w unl. to 970 kc 1 kw D.

Petition Denied

WHDH Boston, Mass.; KOA Denver, Colo., and WXKW Albany, N. Y.—By memorandum opinion and order, denied joint petition requesting review of hearing examiner's order of March 28, 1950 granting WXKW leave to amend application for mod. CP or, in alternative, that program test authority for WXKW be cancelled or modified to provide for operation with 1 kw N.

To Amend Comments

Granted petition of Michigan State College for leave to amend its comments in current TV proceedings so as to urge assignment of Ch. 10 to East Lansing, Mich., for commercial purposes instead of for use by a non-commercial educational station; interested persons may file oppositions thereto within 10 days from date of order.

Remote Pickup Rules

Commission finalized its proposal announced March 1 to amend Sec. 4.432(e) of its rules to enable AM and TV stations, which are also licensees of associated STL stations, to utilize remote pickup stations for communication between studio and trans. as in the case presently with FM stations. The amendment is effective immediately.

September 12 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Vero Beach, Fla.—CP new AM station on 1450 kc 250 w unl. AMENDED to change to 1490 kc 100 w unl.

Modification of CP

WTOC-FM Savannah, Ga.—Mod. CP new FM station to change trans. location, type trans., ant. height etc.

KTSL (TV) Hollywood, Calif.—Mod. CP new TV station for extension of completion date to 11-1-51.

License Renewal

Following stations request renewal of license: WCVA Culpeper, Va.; WVEC Hampton, Va.; WAVU-FM Albertville, Ala.; KBEE (FM) Modesto, Calif.;

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-commercial manager. Unusual opportunity for advancement offered good commercial manager or general manager of small market station interested in advancement. Write Box 893K, BROADCASTING.

West Texas 1000 watt independent daytime station wants all-round manager, must be strong on sales, promotion, good opportunity awaits the right man. Give full particulars about previous experience, and salary earned and expected. KERB, Kermit, Texas.

Local sales manager for 1 kw independent, salary plus commission. Transportation furnished KFRD, Rosenberg, Texas.

Salesman

Salesman, male or female, for one of Connecticut's leading independents in major market. Base salary, commission, expense account. Write to Box 814K, BROADCASTING.

Immediate opening with exceptional opportunity for experienced time salesman as field representative for firm supplying local radio stations with program service. Expenses plus commissions and bonus. Weekly earnings exceed $300.00. Applicant must be personable, dependable, have car and be free to travel. For New York City interview, write Box 854K, BROADCASTING and enclose photo.

Alert, aggressive, time salesman, who sells intelligently and ethically, wanted by aggressive well-heeled Columbia station in fastest growing major market. Outstanding opportunity for hard worker who wants to participate in our expansion here and elsewhere in radio and TV. Wonderful living conditions. Prefer young man with about two years experience in direct and agency selling, who can learn our methods of operation. Contact Graham Moore, Sales Manager, KCBQ, San Diego.

I have requests for good salesmen from stations throughout the U. S. A. If you have a good personal and sales record and wish to advance yourself, send complete information and photo to the Fred A. Palmer Co., Worthington, Ohio.

Announcers

Opening in Minnesota station for salesman-announcer. Must have car. Guaranteed salary. Box 890K, BROADCASTING.

Disc jockeys—two. With real voice selling ability for morning, afternoon. Top money for outstanding men with proven record. Also outstanding hillbilly disc jockey. Give full information and references. Box 939K, BROADCASTING.

Active, progressive CBS affiliate in northern midwest will pay well for able, experienced announcer who is willing to work. Send disc and list qualifications, references and salary requirements first letter. Box 948K, BROADCASTING.

Wanted-Announcer for W. Penna. 250 watter. Good voice, write and ad lib. Will need disc, references. Give minimum starting salary. Address Box 958K, BROADCASTING.

Announcer-engineer, experienced. Salary $65.00. Contact J. B. McNutt, KBUD, Athens, Texas.

Hawaiian station still looking for the right combination men for two announcing jobs. Experience secondary to ability. Send full details, audition and references in first letter. KMVI, Wailuku, Maui, T. H.

Help Wanted (Cont'd)

Wanted: Combination man. Accent on announcing. Florida resort town independent. All details first letter. Box 697, New Smyrna, Florida.

Wanted: An announcer and a news director for 1000 watt, MBS station. Contact Tom Belcher, KGWA, Enid, Oklahoma.

Newsman—age 21 to 25. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

Better than average salary for better than average announcer, forty hour week. WBUY, Lexington, N. C.

Midwest ABC affiliate wants young experienced announcer who wishes to augment income by selling in spare time. Apply Stn. WIBM, Jackson, Michigan.

Announcer-engineer, with first class ticket, at least six months' experience. Good working conditions, 250 watt network station. Send disc, qualifications, and salary requirements. WMLT, Dublin, Georgia.

First phone-announcer 44 hours, twelve noon to seven, $65.00 plus commissions with mornings for sales. $100.00 week guarantee 60 days. Capable staff of twelve. Two weeks vacation, hospitalization. WRNO, Orangeburg, S. C.

Virgin Island station expanding. Jobs open for combo men. Must be competent announcers. Job may work into P.D. Rush disc and photo by air. WSTA, St. Thomas, V. I.

Announcer wanted. South Georgia network station wants experienced announcer who can operate board and tables. Good pay and hours. WVOP, telephone 327, Vidalia, Georgia.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Immediate need for combination man. Good pay, good hours, congenial staff. Scenic resort town on Tennessee River. Prefer some experience. Would consider beginner. Contact Ed Carrell, P. O. Box 32, Guntersville, Ala.

Technical

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Transmitter operator, mid-September opening. **Must have first phone. Experience unnecessary but prefer man with amateur or servicing background. Box 715K, BROADCASTING.**

Transmitter engineer needed for 1000 watt North Carolina daytimer. Good working conditions; no experience necessary. Must have car. Box 849K, BROADCASTING.

Need first class transmitter operator. No experience required. Virginia network station. Box 937K, BROADCASTING.

Chief engineer, Colorado local. Want worker to rebuild, improve. Experienced man who knows how to save money for employers, utilize long hours at first, cheerfully. Permanent. $280 month to start. Box 952K, BROADCASTING.

Want combination engineer-announcer, first phone. Good voice required. State salary required first reply. KCOG, Centerville, Iowa.

Help Wanted (Cont'd)

Wanted, engineer with some announcing ability. Permanent position with future for right man in 5 kw ABC affiliate in Colorado. KGHF, Pueblo, Colo.

Engineer-announcer; do not have to stand transmitter watch on announcing shift. KWHW, Altus, Okla.

Immediate opening for straight engineer or announcer with first class ticket, no engineering experience necessary. WBUY, Lexington, N. C.

Wanted—Engineer with first class license, transmitter in studio, no announcing. Car or experience not required. Give minimum starting salary. WCED, DuBois, Penna.

Wanted: First phone or combination man, no experience required. WCFV, Clifton Forge, Virginia.

Have immediate opening for engineer with first phone. $1.25 per hour, 40 hour week. No experience necessary. WCRK, Morristown, Tennessee.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

Wanted—Transmitter engineer for 5 kw station. Must have car. Advise experience and salary expected. WGAC, Augusta, Ga.

Wanted: Engineer with first class ticket, NBC station, WGRM, Greenwood, Mississippi.

Wanted, engineer 1st phone with car. $200 a month. T. R. Marsh, WHAL, Shelbyville, Tenn.

Wanted. Engineer-announcer at once. Radio Station WHLN, Harlan, Kentucky.

Have immediate opening for transmitter engineer. No experience necessary. $55.00 for 45 hours. Contact Chief Engineer, WJBF, Augusta, Georgia.

Wanted—Engineer-announcer, also announcer-copywriter. Station WKEU, Griffin, Georgia.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact Harold White, WKTY, LaCrosse, Wisconsin.

Need first phone engineer by October 1. Prefer young, single man. No experience necessary. Call or write WKVA, Lewistown, Pa.

Engineer with first class ticket. Experience unnecessary. Car essential. WMRI, Marion, Indiana.

Wanted: Transmitter engineer, car necessary, because of housing, single man preferred. FM and AM station. Write chief at WNAM, Neenah, Wisconsin, telling all.

New Gulf Coast network affiliate needs combination engineer-announcer. Emphasis on announcing. Write or phone 83. WPMP, Pascagoula, Mississippi.

Production-Programming, Others

News director, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newscaster, thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

Help Wanted (Cont'd)

Writer-announcer for Colorado loc... Copy, air work, scheduling traffic. P... tion is PD with young outfit expandi... Need hard, long, cheerful worker. ... month to start. Box 953K, BROA... CASTING.

Male copywriter with ideas. Some a... nouncing. Submit samples. KFR... Longview, Texas.

Situations Wanted

Managerial

General or sales manager, excel... sales and managerial record. Now ... manager network affiliate. Mature, ... pendable, aggressive. Versed all pha... radio operation. Now earning $... yearly salary-commission basis. ... qualified to handle your property. ... cellent references. Available Oct... 1st. Box 914K, BROADCASTING.

Aggressive manager available wit... thirty days. Experienced in all pha... of radio with seven years in the b... ness including establishment of a n... station. Hard working salesman ... sober with the best references desir... a location in the midwest. Box 9... BROADCASTING.

Manager-program director-commer... manager. Thoroughly capable, exp... ence all phases radio. Efficient m... agement, good programming, str... sales and public relations. Mat... judgment, youthful enthusiasm, ... personality and good showmans... everything that makes a successful ... tion. Reasonable salary and perc... age. Box 888K, BROADCASTING.

Manager-commercial manager. 15 y... background newspaper, radio fields. ... gressive salesman, know copy, p... gramming, personnel, manage... Prefer midwest location. Married, ... child, college graduate. Seek con... tion where hard work, loyalty will ... recognized. Currently sales mana... 500 watt network affiliate. If seek... services seasoned campaigner write ... 915K, BROADCASTING.

Station-Sales manager available ... mediately! Thoroughly capable, ... experience all phases radio. D... change in location. College grad... strong on efficient, economical o... tion, public relations and comm... type programming. Box 905K, BRO... CASTING.

Let me manage your radio sta... Young, aggressive, civic-minded, ... perienced. Go anywhere; prefer ... west city of 30,000 or under. Box ... BROADCASTING.

Available October First. Experie... sales manager. Now employed ... manager 500 watt independent o... tion. Acquainted sales, promotion, ... management, personnel. Have sub... tially increased billing in present ... sition and can deliver for my next ... ployer. Go anywhere, available ... sonal interview. Can make smal... vestment in right property. Box ... BROADCASTING.

Just sold my station at profit. S... ing managerial or program dir... position. Prefer west coast. Exte... radio-TV experience. Box ... BROADCASTING.

$$$$$ $$$$$ $$$$$ $$$$$ $$$$$ ... you are a happy owner desiring a ... eral manager who knows radio, ... Box 946K, BROADCASTING.

Commercial manager, twelve yea... radio, desires managerial position. ... cellent sales, good saleable pro... ideas. Available immediately. Fa... man. Could give splendid resul... six months. Wire or write "Cal... Nederland, Texas.

Salesmen

Fifteen years NBC sales, local, spo... work, excellent record, best refere... Currently employed. Considering ... ing New York City. Box 744K, BRO... CASTING.

Fully experienced man who know... phases of station operation wants ... cate in dry climate. Box 908K, BRO... CASTING.

Eleven years: Prefer Mississippi Va... Presently employed. Will mo... Chicagoland. Box 949K, BROADC... ING.

Situations Wanted (Cont'd)

...man, excellent sales record; draft ...mpt; can announce and write copy; ...d narrator. Box 961K, BROAD-...STING.

Announcers

...ted novice football broadcaster ...res prep or college play-by-play ...gnment as announcer or assistant, ...where in U. S. College grad. 24. ...r years football P. A. experience. ... 947K, BROADCASTING.

...f announcer: 3½ years experience ...phases except play-by-play sports. ...ears old, married and draft exempt. ...rantee smooth board work and op-...tion. Interested in better paying ... with chance for advancement with ...d established station. Details and ... on request. Box 900K, BROAD-...STING.

...ouncer, 3 years experience, all ...ses. Single, veteran, 25. Desire ...manent position in midwest. Tape ... references on request. Box 901K, ...OADCASTING.

...ouncer, 1st phone, 3 years, all ...ses. University graduate, draft ex-...t veteran, married, present salary ... 2 weeks notice. Box 902K, BROAD-...STING.

...ouncer-engineer, emphasis on an-...ncing. One year experience. De-...s position with friendly up to date ...ion. Must be permanent. Single, ...t exempt, sober, ambitious, new car ... anywhere. $75 minimum. Avail-...e two weeks after making deal. ...se send full details. Disc, tape, ...to. request. Box 904K, BROAD-...STING.

...ouncer-operator, 1st phone; radio ...ol graduate. Desires play-by-play ... consider all offers. Experienced. ... 909K, BROADCASTING.

...ouncer, had own western band on ...io, clear voice, sober, dependable, ...rried, prefer western show. Box ...K, BROADCASTING.

...ouncer: Experienced, good voice, ...le, twenty-four, veteran, college de-...t, controls. Disc, photo on request. ...ll travel. Will acknowledge all. $65. ... 912K, BROADCASTING.

...perienced disc jockey, announcer. ...oven sales. Excellent references. ...ailable October 1st. Await offer. Box ...K, BROADCASTING.

...eran, draft proof. 4 years staff an-...ncing. 1 year 1st phone combo. Ex-...enced all phases. Presently em-...yed, east coast, but desire change to ...re progressive station for personal ...son. Prefer Ariz., Nev., Calif., ...regon. But all replies answered. Box ...K, BROADCASTING.

...ay be the announcer you're looking ... Nine years experience—all phases ... radio. Performance record proves ...cellent selling delivery. Experienced ...0 kw operation. Expected starting ...ary, $125.00 per week. Available one ...onth's notice. Audition disc or tape ... request. Prefer east. Box 918K, ...OADCASTING.

...mbo man. Three years experience, ...ing on commercials, DJ personality, ...orts. Family man want to settle. ...esently employed. Minimum $75.00. ... 919K, BROADCASTING.

Situations Wanted (Cont'd)

Competent announcer-copywriter, married veteran, 26. Strong on commercial copy, news, DJ work, familiar with board operation. Prefer midwest or south location with independent. Permanency prime factor. Resume, photo, disc available. Box 920K, BROADCASTING.

Announcer, 24, 4 years experience. Versatile with show business background. No southern stations. State salary-hours. Single. Draft exempt. Box 921K, BROADCASTING.

Announcer-engineer. First phone, anywhere. Single, draft exempt. Three months experience, short break-in desirable, pleasant, strong, mature voice. Tape available. Box 922K, BROADCASTING.

Hooper slipping? My disc shows ripping. Crisp and terse, farce and verse. Really super. Raise your Hooper. Box 923K, BROADCASTING.

Experienced announcer having worked in large metropolitan city. I can prove, by having you listen to my audition record, that I would be a valuable addition to your staff. Photo, disc and references upon request. Box 928K, BROADCASTING.

Announcer—general staff man available immediately. Experienced. Permanent. Family man. College. Box 931K, BROADCASTING.

Announcer presently employed, experienced, draft exempt, good morning man on console. Can write copy—direct program schedule, also play-by-play sports. Available trial period. No split shifts. Base pay $70 forty hours. Box 934K, BROADCASTING.

Versatile announcer-salesman, actor, writer, DJ, "Godfreyish" style humor, newscaster. Deep, rich, melodious bass voice. Likeable, magnetic, persuasive sales personality. Can make $$$ for you. Box 935K, BROADCASTING.

Announcing; newscasting, disc jockey. Trained in local radio school. Young, ambitious, married. Seeking opportunity. Box 936K, BROADCASTING.

Attention all eastern and northwestern stations: I would like to become associated with your announcing staff. I am single, veteran and 27. Two years of college, N. Y. U. I'm a graduate of one of N. Y.'s leading broadcasting schools and I am interested in doing all types of radio work. I will send disc upon request. Will travel at moments notice. Salary is of no importance to me. Will you please give me a break? Remember, someone gave you a start. Box 941K, BROADCASTING.

Experienced, capable young lady. DJ, board work, women's programs. Also can act as administrative assistant, preparation logs, etc. Box 942K, BROADCASTING.

Announcer-engineer wants permanent position. Two years experience, morning, late night, sports, quiz, talent shows. Draft exempt, family. Personal interview preferred. Disc sent on request. Box 943K, BROADCASTING.

Announcer, dual control, emphasis on sports. Draft exempt. Willing to travel. Box 944K, BROADCASTING.

Able announcer, dependable, experienced, married, good board man, selling voice and personality. Prefer New England, consider anything. Box 945K, BROADCASTING.

Sportscaster, experienced all sports, staff, DJ. Top references. Family man. Tape. Box 951K, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly seasoned staff announcer for permanent AM or TV. 23, married, impressive ability exceeded only by ardent ambition. Radio workshop, write successful magazine fiction. Reliable. Currently with Liberty affiliate but available on notice. Fine record, many references. Anywhere. All offers. Box 950K, BROADCASTING.

Newcaster: 10 years experience at 50 kw. Newspaper experience. Journalism degree. Will go anywhere at right salary. Now employed. Photo and disc available. Box 954K, BROADCASTING.

Announcer-engineer, 27. Radio school, private. First phone. 8 years Merchant Marine, Airlines. No broadcast experience. Disc. Box 955K, BROADCASTING.

Announcer-newscaster-program director. Two years experience in radio and TV, all phases mike work. Currently announcer-program director. Aggressive. Seek employment with good future. Box 956K, BROADCASTING.

Sportscaster with play-by-play experience on university football and basketball. AA baseball last season. Consider stations in southwest only. Now employed as PD in midwest. Family man. Draft exempt. Best references from station manager. Write Box 957K, BROADCASTING.

Stop. Desire full or parttime night work doing clerical or announcing duties with station in or around Washton, D. C. Age 27, draft deferred, white, male, college, school trained, some experience. Would appreciate newscasting. Box 959K, BROADCASTING.

Salesman-announcer-copywriter: radio school and college graduate. Excellent radio sales record and references. Box 962K, BROADCASTING.

Central Florida stations: I'd like to settle in your town. Do you need an experienced, competent combination man? Box 963K, BROADCASTING.

Production minded announcer, 29, seeks permanent location near Boston. Four years experience. Program manager two summers. Specialize music, children's programs. Available for personal interview Mondays. Box 966K, BROADCASTING.

Experienced announcer-copywriter. Vet, single, 27. College degree. Work board. Heavy news, classics. H. Alleva, 1451—58th Street, Brooklyn, N. Y., GEdney 5-7710.

College student, 20, seeks part-time position as announcer anywhere United States where continuation education possible. College deferred, must be able to pursue fulltime college. Roderick H. Boes, 2006 G St., N. W., Washington, D. C.

Announcer-copywriter. Ambitious. Degree in speech. Vet, draft exempt. Board. Steven Gray, c/o Graff, 725 F.D.R. Drive New York 9, N. Y., ORegon 7-8693.

Top newscaster and commercial man, experienced. Information and education specialist U.S. Army. Just back from Japan. Not floater. Want midwest connection. Available now. Leonard Smith, 1222-A Oak Street, Kansas City, Mo.

Situations Wanted (Cont'd)

Technical

Engineer/announcer ten years experience seeking change to station financially sound and progressive. Presently employed but too many details. I'll do the work you do the worrying, but state full details in your reply. Box 903K, BROADCASTING.

Wanted: Chief engineer's job, AM, FM, TV. Presently employed in radar. Have had experience in construction. Box 924K, BROADCASTING.

Chief engineer. Sixteen years experience in construction, operation and maintenance of transmitters and associated broadcast equipment, including 50 kw. With present employer more than 15 years, but desire a change. I am not a drifter and must have a good salary to justify change. Age 37. Box 925K, BROADCASTING.

Engineer, two years experience. AM, FM, TV training. Prefer southwest location. Presently employed. Box 927K, BROADCASTING.

Chief engineer—Long experience all phases. Available soon for position in south or southeast. Box 929K, BROADCASTING.

Good voice quality, first phone, strong on commercials, minimum $65 weekly. Box 303, McCook, Nebraska.

1st class operator. 4 years experience, including installation, operation, modification and construction of equipment. Married, no children, have car. Midwest, east, south or north. Could do some announcing. Write or wire Post Office Box 314, Ebensburg, Penna.

First class ticket with 4 years announcing experience. Sincere, congenial, dependable. Married, draft exempt, 31, car. Any employer as reference. Frank Berry, #10 Brown Apts., Hopewell, Va.

Engineer, 1st phone, employed now as resident engineer in charge of WWCF-FM 37kw, 10kw. W. E. trans. Schooled in TV. Married, family, 25, ex-GI, perfect health, car, references. State full particulars. Location immaterial. R. E. Davis, WWCF-FM, Baraboo, Wis.

Present chief engineer wishes to relocate. Chief of smaller station or considering engineer of large station. 10 years in radio. J. A. Noonan, 209 Washington, Paintsville, Ky.

Mississippi, chief engineer, announcer, copywriter. Two years experience. Presently one year with Chicago station. Married, sincere, reliable. Jim Rodgers, 2645 N. Newland Avenue, Chicago 35, Illinois.

Production-Programming, Others

Experienced girl continuity writer also microphone work. Upper midwest preferred. Box 841K, BROADCASTING.

Experienced radio copywriter wants job in Boston. Box 938K, BROADCASTING.

Ambitious gal desires job as production assistant. Currently employed as secretary to executive in TV station. Advertising and sales promotion experience. Box 940K, BROADCASTING.

FULL TIME INDEPENDENT

$45,000

Balance in 5 years

Station Operating At A Profit

Modern Air-Conditioned Studios

LOCATED IN MAJOR SOUTHERN MARKET

AM 250 Watts

FM and Mobile Unit

Reply Box 968K, Broadcasting

wanted

SALES MANAGER

CAPABLE OF BECOMING GENERAL MANAGER

$75.00 draw. 20% commissions. Can earn $700–$800. a month. We are building a new station in Cheyenne, Wyoming and will need additional executives.

William T. Kemp

KVER

ALBUQUERQUE, NEW MEXICO

Situations Wanted (Cont'd)

Programming, production, promotion equal listeners, sales, revenue. Program director seeking organization stressing programming searching for intelligent employer wanting exceptional programming. Write 947K, BROADCASTING.

PD-announcer: Five years experience, married, 33 years of age, children. Wants permanent position with station offering real opportunities. Mature voice, ambitious, sound ideas. Box 960K, BROADCASTING.

Program director, experienced in production, announcing and traffic. Degree in music. Presently employed. Single. Box 964K, BROADCASTING.

Television

Salesman

TV film buyer-salesman. 10 years experience motion picture exhibition and distribution. Box 781K. BROADCASTING • *TELECASTING.*

Announcers

Television calls, announcer, experienced, personable, stable, college, vet, family. Box 965K, BROADCASTING • *TELECASTING.*

Technical

Television engineer, degree, first phone and one year television studio experience. Presently employed, will be available about November First. Can furnish excellent references. A NY location considered. Box 933K, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Television cameraman and photographer; commercial, news; advertising and publicity. Age 40, married. Excellent references. Box 891K, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

For Sale (Cont'd)

REL 10 kw FM transmitter. Includes driver unit power supply and amplifier. Perfect condition. Never been used. Make best offer. This is a real bargain! Box 698K, BROADCASTING.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 869K, BROADCASTING.

For sale or exchange for a good tape recorder, a RVL3-910R remote control resistor for type 910-C Dynamic noise suppressor, in excellent condition. Box 932K, BROADCASTING.

For sale: One composite 250 watt transmitter, tower. Quonset hut, two turntables and console. Complete 250 watt station except for frequency and modulation monitors. First $5,000 takes it. WBSC, Bennettsville, S. C.

2 Gates CB-11, 2 speed transcription turntable chassis, ready for mounting. Will sell with pick ups for $350; Gates MO2696 multi purpose amplifier—$140; two reconditioned 556A Shure microphones 32-50 ohm IMP, $65 for both; 1 composite console mounted in Gates walnut case, suitable for station with two studios—$300; console desk suitable to mount above turntables and console —$100. All of the above equipment just recently taken out of service. Will make excellent equipment for someone going into radio at a bargain price. Used record cabinet—6 layers—for 10-12" records, capacity 900—$35; 21A Gates tuning unit. 250 w, less meter—$95. Brand new Weston meters 0 to 5 amps., 0 to 3 amps.; 0 to 6 amps., $30 a piece. Call J. Eric Williams, WGAT, Utica, N. Y.

Collins 300G 250 watt transmitter. Excellent condition, complete. Also 185 foot self supporting Blaw-Knox tower. Contact Thomas Shelburne, WILK, Wilkes-Barre, Pennsylvania.

Wanted To Buy

Equipment, etc.

Used 4 or 6 bay sidemount FM antenna, 1⅝ inch line and brackets. Box 867K, BROADCASTING.

Wanted to Buy (Cont'd)

Goofy to want your headaches? FM transmitting equipment and accesories except tower, that is. Send full details Box 926K, BROADCASTING.

Wanted: 1 kw transmitter. Ken Palmer, KVER, Albuquerque, New Mexico.

Used tape recorder, no junk wanted, only good one considered. First phone engineer wanted. WWGP, Sanford, N. C.

Help Wanted

Excellent Opportunities Exist
in
NORTH CAROLNIA RADIO STATIONS
for
REPUTABLE RADIO MEN & WOMEN
(Technical & Non Technical)
AM - FM - TV
Write Today for Application
NORTH CAROLINA
ASSN. OF BROADCASTERS
Box 1140 Southern Pines, N. C.

Salesmen

SALES PROMOTION

We want a hard-hitting, resourceful man to handle sales promotion for this dynamic radio station. It's a one-man job with a good salary to start. The right man will find rapid advancement in both income and executive responsibility. All applications will be read in strictest confidence. Please do not apply unless you have had actual experience in radio station sales promotion. Mail application to:

Ivor B. Newman
Vice Pres. & Gen. Mgr.
Radio Station WVNJ
45 Central Ave.
Newark 2, New Jersey

Technical

ENGINEER WANTED

Have opening for engineer. $55.00 base salary, plus. Good working conditions, average of 6 hours per day working time. References and snapshot of self required. Write
Ward A. Coleman, Gen. Mgr.
WENC, Whiteville, N. C.

Help Wanted (Cont'd)

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Television

Technical

Young man, experienced in television operation, to supervise applications, planning, installation, and operation of two or more television stations. Program, sales and general experience more important than technical experience. To guarantee fullest consideration give details, including salary expected, in first letter. Box 967K, BROADCASTING • *Telecasting*

Situations Wanted

Television

Technical

TV ENGINEER

experienced in transmitter and TV desi seeks associati with group or tion planning broadcasting. Als establish statio minimum cost may consider equ investment. 969K, BROADCA ING • TELECA ING.

For Sale

Equipment etc.

For Sale: Complete televisio micro-wave relay system, used b stations WLW-D and WLW-C fo transmitting TV programs betwee Dayton and Columbus, Ohio. Fo details write J. M. McDonald Asst. Dir. Engineering, Crosle Broadcasting Corp., Crosle Square, Cincinnati 2, Ohio.

NEED AN ANNOUNCER?

- **looking for a job**
- **equipment for sale**
- **need an engineer**
- **want to buy a station**

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

California Network Station
$35,000.00

Fulltime network station located in a rich and beautiful California market with a trading area in excess of fifty thousand. This property is making reasonably good profits and business is increasing nicely. Due to favorable operating costs one or two capable owners who will devote their fulltime can produce a very high return on their investment.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5472

For Sale (Cont'd)

lett-Packard
del 325-B
DISTORTION ANALYSER
New condition. Best offer.
WOAI, Post Office Box 2641, San Antonio, Texas.

r 300 foot Phillips type 520 heavy duty
ed television towers with RCA antenna
ching plates, guy lines and all hardware
essary for erection, price each $12,500.00.
ld hold these towers on a contingent basis
a 50% cash payment. Order your TV
er now, before the rush starts and steel goes
of sight. Also several AM towers in
k, base insulated. J. J. Phillips & Son,
E. Lachappelle Street, Phone Fannin 4616,
Antonio 4, Texas.

Wanted to Buy

Stations

WANTED
A Radio Station
WEST OR SOUTHWEST
250-5000 WATTS
All Replies Confidential
SEND DETAILS,
INCLUDING PRICE TO
BOX 881K, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential nation - wide service
placing qualified, experienced man-
agers, commercial managers, pro-
gram directors, chief engineers and
disc jockeys. Inquiries invited from
applicants and employers.
HOWARD S. FRAZIER
TV & Radio Management Consultants
Bond Bldg., Washington 5, D. C.

uman Talk

ESIDENT Truman will make
ddress on Democratic Women's
. Thursday, Sept. 27, to be
d over the ABC radio network
:05 p.m. (EDT). Subject of
President's talk was not an-
nced.

UN-AMERICAN

Quiz Opens on Coast Today

WITH some 60 subpenas reportedly having been served to motion picture, radio and television personalities for "personal appearances," House Committee on Un-American Activities public hearing on alleged communist activities in Hollywood was to start in Los Angles' Federal Bldg. this morning (Sept. 17).

Expected to last at least two weeks, the sessions wlil be held in the "Kefauver room" with little or no prospects they will be telecast. Three stations (KECA-TV KTTV KTLA) had made pitch to telecast the hearings, but Rep. John Wood (D-Ga.), chairman of House Un-American Activities Committee, gave no encouragement.

Closed sessions were held early last week at Hollywood's Roosevelt Hotel with several witnesses interviewed by Rep. Donald L. Jackson (R-Calif.) of that committee and William A. Wheeler, staff investigator.

Most talkative of witnesses after leaving the closed session chamber was Rouben Shipp, identified as writer on *The Life of Riley* radio show. He was accompanied to closed hearing by two attorneys, former California Attorney General Robert W. Kenny and Ben Margolis.

After a five minute session with Rep. Jackson and Mr. Wheeler, Mr. Shipp emerged to accuse committee of having a "policy of blacklist and smear by association."

He said, "I believe I was called to this closed session today because of the committee's policy of publicly naming and smearing members of the motion picture and radio industry and to intimidate me into co-operating with this policy of blacklisting and smear by association."

"I refused, and will continue to refuse to cooperate with the committee in this respect."

Although he did not mention names, Attorney Kenny said he will represent "15 or 20" witnesses subpoenaed.

HUGH B. TERRY (l), general manager, KLZ Denver, interviews Allan Hicks, guest of the U. S. State Dept. representing the Ministry of Education of Great Britain, on KLZ's *Let's Talk It Over*. Mr. Hicks is on a nation-wide tour of the U. S.

Film Report

(Continued from page 86)

will be known as the Desilu Playhouse. **Philip Morris** will sponsor on CBS-TV starting Oct. 5. An audience will witness the weekly film shooting.

Some relatively new movies were purchased by KLAC-TV Los Angeles from **Motion Pictures for Television.** Most of them were produced during or after 1947. They include a group of *Joe Palooka* and *Charlie Chan* films and several **Monogram** features. Contract is different in that it gives the station exclusive rights to the film for twelve months after date of telecast instead of from contract date. A 5% royalty will be paid to the American Federation of Musicians.

Sales & Production . . .

DEMBY Co., New York, will syndicate a fifteen-minute Hollywood-film-preview program, *What's Playing*. Thrice weekly show features **Maggi McNellis** as emcee.

* * *

REYNOLDS Productions announces nine stations have purchased quarter-hour football forecast film, *Tomorrow's Game Today*, for 12 weeks starting Sept. 24.

* * *

CORNELL FILM Co., New York, has issued 1951 catalog of 16 mm motion pictures, ranging from civil defense pictures to religious, cultural and educational films. Juvenile series, *Wonderland Tales*, also is offered.

* * *

JERRY FAIRBANKS Productions will film commercials this month for **Lysol, Simoniz, National Biscuit Co., Bigelow-Sanford Carpet Co.,** and **American Home Products.**

* * *

SNADER TELESCRIPTIONS Corp. has completed second series of five telescriptions featuring **Gale Storm,** singer-actress.

* * *

FIVE STAR Productions, Hollywood, has completed TV commercials for eight firms, including **Stokely-Van Camp Inc., Bauer & Black** (Curads), **Mayrose Meats, Tappan Gas Range, Jerseymaid Milk, Tea Council,** and **Knapp-Monarch Appliances.**

* * *

SPORTSVISION Inc. moves its headquarters from Oakland to 1161 N. Highland Ave., Hollywood. Firm produces intercollegiate football films for TV.

Buckley Test

W. K. BUCKLEY Inc., Buffalo (Jack and Jill cough syrup for children), launching fall test campaign in two midwest radio markets, starting date pending. One-minute spots and participations will be used. Length of tests will depend on results, with expansion contemplated if tests are successful. Agency: Victor Van De Linde Co., N. Y.

RCA Victor Div. has taken over Muzak studio on 46th St. in New York and has purchased some special recording and studio equipment from Muzak Corp., which has discontinued its studio and pressing operations for outside commercial customers. Move in no way affects Associated Program Service or Muzak's wired music operation. Muzak retains its pressing plant at Elizabethtown, Ky. With equipment acquired from Muzak, RCA can now fill orders for vertical as well as lateral recordings.

WATERBURY'S
most desirable woman!

Maybelle H. Osborne
editor of
RADIO'S HOME JOURNAL
daily from 9-10 a.m.
Avery-Knodel can show you how well Maybelle sells bread, furniture, lumber, and insurance. She can sell your product better in Waterbury!
WBRY
5,000 WATTS
CBS in Waterbury, Conn.

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

SNADER MOVES

Head Office to Coast

SEEKING to expand its sales activities and bring about a closer liaison between production and distribution, Snader Telescription Sales moves its headquarters Nov. 1 from Chicago to Hollywood.

The Chicago office on that date becomes a branch office. Reuben Kaufman, president of the sales organization, working out of Chicago, will divide his time between the East and West.

Other personnel affected by the move are Monroe Mendelsohn, head of the sales service and production departments, who transfers to the West Coast with the production, bookkeeping, promotion and exploitation and other service departments which he will continue to head; and E. Johnny Graf, sales manager at Chicago, who moves to New York office.

DETAILS of fall specialized regional marketing program were presented to regional sales managers of receiver sales division for Allen B. DuMont Labs at a recent quarterly sales meeting at DuMont's East Paterson, N. J., plant. "The new program, keyed to significant television industry trends and rapidly changing market conditions, has been developed specially for selling period covering September until Christmas," Walter L. Stickel, national sales manager of DuMont, reported.

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

SEVENTEENTH anniversary of the Morris B. Sachs' *Amateur Hour*—and the 884th consecutive broadcast—was signal for a studio celebration. Standing behind anniversary cake are (l to r) Roy McLaughlin, sales manager for WENR-TV Chicago, on which show is aired; Mr. Sachs, owner of retail clothing stores, and Ed Lynch, WENR sales manager.

COLOR IN RADIO SEMINAR

Set for Toronto Meet

COLOR TV seminar will highlight this year's radio fall meeting at Toronto Oct. 29-31. The gathering is sponsored by RTMA's engineering department, the Institute of Radio Engineers and the RTMA of Canada.

IRE's Professional Group on Broadcast and Television Receivers will sponsor the seminar, scheduled for the morning of Oct. 30. Speakers will include A. V. Loughren, Hazeltine Corp., on "The Video Color Signal"; R. B. Dome, General Electric, on "The Color Synchronizing System"; F. J. Bingley, Philco Corp. on "Colorimetry in Color Television", and H. B. Law, RCA, on "A Three-Gun Shadow Mask Kinescope." General discussion will follow talks.

Bill Harris

BILL HARRIS, 24, staff announcer at WABB Mobile, Ala., died Sept. 11 following injuries received in an auto-train accident. Mr. Harris was en route to WABB's studio-transmitter when his car rammed into the side of a freight engine. Interment was in Anniston, Ala. He is survived by his wife and small daughter.

WTVN (TV) Columbus, Ohio, has been presented the first "Television Award" ever given in the National Board of Fire Underwriters annual Gold Medal competition. Edward Lamb, owner and president WTVN, accepted the large engraved certificate on behalf of station's prize winning program *Camera on Prevention*. Program, running for two years, presents lessons on fire prevention, using demonstrations, interviews and official Fire Dept. pictures of fire runs the week before.

STORY OF ADVERTISING

To Be Told on LBS Ser

INTERPRETING various aspects of the advertising business to the public and answering listener questions weekly, a forum program series titled *Advertising in Action* will be broadcast over the Liberty Broadcasting System by the Hollywood Advertising Club for the next 13 weeks starting Sunday night (Sept. 23) 7:30-8 p.m. (PDST), originating from KMPC Hollywood. The station will release the program locally on the following evening at that same time.

John Baird, KMPC director of public affairs, will be moderator, with Benton Paschall, Liberty vice president and an ad club director, handling production.

Initial broadcast, titled "W Advertising?", will have as p ticipants ad club officers. T include Robert J. McAndrews, ma aging director, Southern Califor Broadcasters Assn., and ad c president; James Morgan, v president in charge of radio- Raymond R. Morgan Co., and club's first vice president; Harl Palmer Jr., assistant publisher managing editor, Hollywood *zen-News* and club second v president; J. Neil Reagan, Ho wood manager of McCann-Erick and President of the Advertis Assoc. of the West.

"How Advertising Works" be the title of second forum bro cast on Oct. 7. Besides Mes Morgan and Palmer, particip include Martha Jeffres, execut secretary, Southern California vertising Agencies Assoc., Robert Coleson, West Coast r resentative, The Advertising Co cil. Miss Jeffres is ad club se tary and Mr. Coleson is treasur

Set for Oct. 14 broadcast are Burt Oliver, vice president Hollywood manager, Foote, C & Belding, and ad club past pr dent; John Kemp, promotion m ager, Hollywood *Citizen-News* vice president AAW. Other p ticipants include Miss Jeffres Mr. Coleson. Topic is titled " vertising Protects You."

VIDEO'S SALES USE

Stickel Talks at Rochester

"TELEVISION will be the greatest sales tool ever devised for American business," Walter L. Stickel, national sales manager for DuMont Labs., predicted at the Rochester Ad Club. "During the past year there has been an increasing use of television in all phases of American industry, as an aid to scientific observation, production procedures, and plant security," he explained on his Sept. 10 talks.

Citing the large number of closed-circuit TV hookups already used for business conferences to conserve travel time and costs, Mr. Stickel anticipated the "not-too-distant future" when three-dimensional TV, now used by the Atomic Energy Commission, would have widespread applications in general industry.

The DuMont executive also foresaw an upturn in the TV set market within the next few months. "There are still virgin markets of better than 50% in TV areas," he said. "The replacement market—where 40% of the sets in the public's hands are 14 inches and smaller—the second-set market, better programming, and coast-to-coast TV are all important factors which will influence a fall pickup in business."

TEACHING DENTISTRY

By KGO-TV at U. of Ca

POTENTIAL of television as educational medium was dem strated in a closed-circuit tele by KGO-TV San Francisco week at the Second Western C ference on Dental Teaching at U. of California.

Conference members from den schools throughout the W watched technique in diagnosis dental surgery of all types played on the TV screen and w unanimously enthusiastic in t response.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Lois

I'M WAITING JUST FOR YOU

On Records: **Rosemary Clooney—Col. 39535; Bob Crosby—Cap. 1595; Hawkshaw Hawkins—Federal 969; Cass Daley-Hoagy Carmichael—Dec. 27743; Ken Marvin—Mer. 6353; Lucky Millinder—King 4453; Mellisa Monroe—Col. 20868.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

FCC Actions

(Continued from page 97)

Applications Cont.:

WQDI-FM Quincy, Ill.; WSRK (FM) Shelbyville, Ind.; WCAO-FM Baltimore, Md.; WGCM-FM Gulfport, Miss.; WTCV (FM) Cherry Valley, N. Y.; WGHF (FM) New York; WGNC-FM Gastonia, N. C.; WREV-FM Reidsville, N. C.; WIMA-FM Lima, Ohio; WCLT-FM Newark, Ohio; KFDA-FM Amarillo, Tex.; KTRH-FM Houston, Tex.; WHTN-FM Huntington, W. Va.; WJPG-FM Green Bay, Wis.

APPLICATIONS RETURNED

Hot Springs, Ark.—RETURNED application of Resort Bcstg. Co. for CP new AM station on 590 kc 1 kw D.

KXIT Dalhart, Tex. — RETURNED application for assignment of license.

KDAS Texarkana, Tex.—RETURNED application for assignment of CP to Malvern Bcstg. Co.

September 13 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

WMIE Miami, Fla.; WACL Waycross, Ga. and KWEM West Memphis, Ark.—Designated for consolidated hearing in Washington on Oct. 22, applications for transfer of control of WMIE from Arthur B. McBride and Daniel Sherby to E. D. Rivers, Sr., and of WACL to James S. Rivers and application for assignment of license of KWEM to KWEM Inc., of which E. D. Rivers, Jr. is president and principal stockholder.

BY THE SECRETARY

WFMY-TV Greensboro, N. C. — Granted STA for increase in trans. output power of TV station from vis. 5 w to 5 kw and aur. 250 w to 2.5 kw.

ACTION ON MOTIONS

By Hearing Examiner Leo Resnick

Newton Z. Wolpert, St. Paul, Minn.—Granted petition for indefinite continuance of hearing presently scheduled for Sept. 10 in proceeding re his application.

By Hearing Examiner Elizabeth C. Smith

KJAY Topeka, Kan.—Granted petition for leave to amend application by substituting revised figure 2; and record was closed.

WVOP Vidalia, Ga.—Granted petition for leave to amend application by substituting new engineering data and to make changes in proposed ant. and ground system.

KREI Farmington, Mo.—Granted petition for indefinite continuance of hearing in proceeding re his application; hearing presently scheduled for Sept. 11 was continued until further order.

By Hearing Examiner Hugh B. Hutchison

Chief, Broadcast Bureau—Granted petition for continuance of hearing in proceeding re application of WGBA Columbus, Ga. from Sept. 17, in Columbus, Ga. to Nov. 5.

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind.—Granted petition to reopen record in proceeding re his application for purpose of receiving "Exhibit No. 10" and record closed.

By Hearing Examiner Basil P. Cooper

Johnnie Weston Crabtree, Oklahoma City, Okla.—Granted request for continuance of hearing from Sept. 11 to Sept. 1, in proceeding upon his application.

By Hearing Examiner James D. Cunningham

Don H. Martin, Salem, Ind.—Granted petition for corrections in various respects to transcript of hearing in proceeding re his application.

KYA San Francisco, Calif.—Granted petition for continuance of further hearing from Sept. 18 to Nov. 27 in Washington in proceeding upon its application and that of KVSM San Mateo, Calif.

Chief, Common Carrier Bureau—Granted motion for continuance of hearing from Sept. 24 to Oct. 29 in proceeding re applications of K9 Patrol By Kennedy Detective Agency for CP in domestic public land mobile radio service at Miami, Fla. and ROLFE Armored Truck Service, Inc. for Renewal of License in same service at Miami.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH SEPTEMBER 13

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,294	2,265	128		301	125
FM Stations	656	544	115	*1	11	3
TV Stations	107	87	21		439	171

*** On the air.**

CALL ASSIGNMENTS: WMFC Monroeville, Ala. (Monroe Bcstg. Co., 1220 kc, 250 w, day); KJNO Juneau, Alaska (Aurora Bcstrs. Inc., 630 kc, 1 kw-day, 500 w-night); KPLN Camden, Ark. (Mid-South Bcstg. Co., 1370 kc, 1 kw, day); KGRO Malvern, Ark. (Malvern Bcstg. Co., 1380 kc, 1 kw, day); WKEI Kewanee, Ill. (Kee Bcstg. Co., 1450 kc, 100 w, fulltime); WTIM Taylorville, Ill. (Moyer Bcstg. Co., 1410 kc, 1 kw, day, directional); WCPM Cumberland, Ky. (Blanfox Radio Co. Inc., 1490 kc, 250 w, fulltime); WHHW New Orleans, La. (Royal Bcstg. Corp., 1450 kc, 250 w, fulltime); WCMC Wildwood, N. J. (Francis J. Matrangola, 1230 kc, 100 w, fulltime); WELK Elkin, N. C. (Yadkin Valley Bcstg. Co., 1540 kc, 250 w, day); WOHP Bellfontaine, Ohio (Charles H. Chamberlain, 1390 kc, 500 w, day); KHJ-TV Los Angeles, Calif. (Changed from KFI-TV); WESN (FM) Salisbury, Md. (Changed from WBOC-FM); WHLM Bloomsburg, Pa. (Changed from WLTR); KGMC Englewood, Col. (Changed from KEGW); WPOR Portland, Me. (Changed from WMTW); WHOS-FM Decatur, Ala. (North Alabama Bcstg. Co., Ch. 223, 92.5 mc, 7 kw, antenna 30 feet).

* * *

Docket Actions . . .

FINAL DECISIONS

WMIE Miami, Fla.—Announced final decision adopting initial decision granting application for assignment of license from Lincoln Operating Co., as trustee for Sun Coast Bcstg. Co., to Sun Coast Bcstg. Corp. Decision Sept. 6.

WAVL Apollo, Pa.—Announced final decision denying application of Cecil F. Clinton and Andrew J. West d/b as Tri-Borough Bcstg. Co. for permit to increase hours of operation from daytime only on 910 kc to fulltime with 1 kw-daytime and 100 w-night and to change vertical antenna. Also granted petition of Chief, FCC Broadcast Bureau, to correct transcript on oral argument in this proceeding. Decision Sept. 13.

Non-Docket Actions . . .

AM GRANTS

Mayaguez, P. R.—Jose Ramon Quinones. Granted 1190 kc, 250 w, fulltime; engineering conditions. Estimated cost $22,296.51. Mr. Quinones is licensee of WAPA Puerto Rico. Granted Sept. 12.

FM GRANTS

Swainsboro, Ga.—Jack A. and Nancy M. Thompson. Granted Ch. 269 (101.7 mc), 970 w, antenna 110 feet; engineering conditions. Estimated cost $1,000 (transmitter, tubes, antenna, etc. already on hand). Applicant is licensee of WJAT Swainsboro. Granted Sept. 7.

TRANSFER GRANTS

WDAE-AM-FM Tampa, Fla.—Granted acquisition of control Tampa Times Co., licensee, by David E. Smiley, former owner of 49% through retirement of 50% interest held by the Nicholson family to treasury for $825,000. Mr. Smiley now holds 98%. Granted Sept. 6.

WARL-AM-FM Arlington, Va.—Granted transfer of control Northern Virginia Bcstrs. Inc., licensee, from Frank U. Fletcher and R. Kilbourne Castell to Lou Poller for $78,000. Mr. Poller owns WPWA Chester, Pa. Granted Sept. 6.

WMMB Melbourne, Fla.—Granted transfer of control Melbourne Bcstg. Corp., licensee, from John F. Turner Sr. et al. to Henry Dravneek for $50,500 through sale of 67.4% interest. Mr. Dravneek is former owner of Henry Dravneek Inc., advertising photography firm in New York. Granted Sept. 6.

WIKC Bogalusa, La.—Granted assignment of license from I. K. Corkern Jr. tr/as Bogalusa Bcstg. Co. to William C. Moss and Dorothy Moss Siegelin d/b as Enterprise Pub. Co. (Bogalusa Enterprise and Bulletin) for $50,000. Granted Sept. 6.

WLOU Louisville, Ky.—Granted assignment of license from Louisville Bcstg. Co. to Robert W. Rounsaville for $40,000 plus five year lease for real estate and building at $560 per month. Mr. Rounsaville owns WBAC Cleveland, Tenn., WQXI Atlanta, Ga., and 51% of WBEJ Elizabethton, Tenn. Granted Sept. 6.

KBTA Batesville, Ark. — Granted transfer of control White River Bcstrs. Inc., licensee, from J. F. Livingston et al. to former minority stockholders Jared E. Trevathan, W. Albert West and J. F. Higginbottom for $21,000. Granted Sept. 6.

WULA Eufaula, Ala.—Granted assignment of license from Alabama-Georgia Bcstrs. Inc. to Edward B. Fussell, former 30% owner, and his wife, J. B. Fussell for $14,000. Granted Sept. 6.

WORC Worcester, Mass.—Granted assignment of license from Alfred Frank Leindienst to Radio Worcester Inc. for $75,000. Principals in Radio Worcester are President George Taylor (25.5%), secretary and 12½% owner WHIM Providence; Vice President Robert T. Engles (25.5%), president and 12½% owner WHIM; Josiah W. Gitt (35.4%), publisher of York Gazette, York, Pa.; Carson L. Taylor (13.6%), general solicitor for Chicago, Milwaukee, St. Paul & Pacific Railroad. Granted Sept. 12.

WBAT Marion, Ind.—Granted transfer of control Marion Radio Corp., licensee, from John Henry Bone et al. to John Ramp through purchase of 100% of stock for $26,001. Mr. Ramp and his wife own John Ramp Inc., auto agency. Granted Sept. 12.

WKWK-AM-FM Wheeling, W. Va.—Granted transfer of control Community Bcstg. Co., licensee, from Joe L. Smith Jr. Inc. to John B. Reynolds for $92,272. Mr. Reynolds was owner of 49%, now owns 100%. Granted Sept. 12.

KVKM Monahans, Tex. — Granted transfer of control from Mrs. Charles Stuckey, executrix of estate of Charles W. Stuckey, to herself as individual. Granted Sept. 12.

WDEM-AM-FM Providence, R. I.—Granted transfer of control Narragansett Bay Bcstg. Co., licensee, from R. E. Quinn et al. to Louis A. R. Pieri, president of the company, through purchase of 27,780 shares for $17,000, giving him interest of 95% plus. Granted Sept. 12, with condition that transfer not be consummated until licensee has filed annual financial report for 1950 with FCC. Filed Sept. 12.

New Applications . . .

AM APPLICATIONS

Montgomery, Ala. — The Southland Bcstg. Co., 950 kc, 5 kw, daytime; estimated construction cost $17,371.81; first year operating cost $20,000; first year revenue $30,000. Equal partners are Grover Wise, owner West End Theatre, and Ralph Allgood, announcer with WJJJ Montgomery. Filed Sept. 10.

Bartow, N. C.—William Avera Wynne, 1460 kc, 1 kw, daytime; estimated cost $20,350; operating cost $36,000; revenue $45,000. Applicant is owner of WEED Rocky Mount, N. C. Filed Sept. 10.

Washington, Mo.—Leslie P. Ware d/b as Franklin County Bcstg. Co., 1260 kc, 500 w, daytime; estimated cost $15,700; operating cost $30,000; revenue $40,000. Applicant is licensee of KXLW St. Louis, Mo. Filed Sept. 12.

Lincolnton, N. C.—J. A. Polhill tr/as Lincoln County Bcstg. Co., 1270 kc, 500 w, daytime; estimated cost $13,275; operating cost $24,000; revenue $36,000. Applicant is president and manager of Polhill Chevrolet Co. Inc. Filed Sept. 12.

(Continued on page 104)

Theatre TV Probe

(Continued from page 74)

racial descrimination by theatres showing TV programs for which admission is charged was disclosed to BROADCASTING • TELECASTING late Thursday by Rep. William B. Widnall (R-N.J.). He charged Negros were forbidden entrance in Washington, indicating such a policy in the national capital makes fine communist propaganda abroad. His bill, to amend the Communications Act, was to be introduced in the House on Friday. It would fine violators treble the total admission income at the event involved.

ROBINSON-TURPIN

Bout Brings Problems

THEATRE television's biggest moment, the Wednesday Robinson-Turpin fight, was marred slightly by the appearance of a city tax threat.

In Philadelphia, Councilman James G. Clark announced he would introduce an ordinance in the next session of city council requiring a $1,500 license fee from establishments showing piped-in TV sportscasts for profit.

Councilman Clark, referring to the theatre monopoly of the Robinson-Turpin event, said it was "an outrage that people having television sets in their homes are deprived of an opportunity to see such shows."

The National Boxing Assn. voted last week to ask payment by promoters of theatre fight telecasts of "fair and equitable" shares of receipts to state boxing groups. Chairman Joe Triner of the Illinois State Athletic Commission said any such levy would result in double state taxation of the theatre productions.

In cities where the Wednesday fight was telecast in theatres large crowds tried to see the show. Chicagoans broke through glass doors of the State-Lake theatre. A Balaban & Katz spokesman said the theatre offered refunds or standing room to ticket holders whose seats were taken by the mob. Two other Chicago theatres reported sellouts for the fight.

Keith's theatre in Washington sold out its 1,800-seat capacity by noon Wednesday.

Associated Press estimated 35,000 saw the fight telecast in 14 theatres located in 11 cities. No broadcasts, radio or TV, were permitted by the promoters. Ticket prices were at least doubled by most theatres.

AS PART of its welcoming party for Charles McCuen, who joined WTCN-AM-TV Minneapolis-St. Paul as news editor, station dispatched Lyn Delaney, "Miss WTCN," to guide the newcomer through its studios. Mr. McCuen formerly was news editor at KRNT Des Moines and now is heard and seen on WTCN radio-TV news programs in addition to other duties. He also is past president of the Iowa Radio News Assn. and Des Moines Press and Radio Club and was publicity chairman for National Assn. of Radio News Directors. Station is expanding its news coverage.

Drop UHF Bids

TEXAS applications for UHF stations in Dallas, Houston and San Antonio, filed two weeks ago by oilmen H. L. Wheelock, W. L. Pickens and H. H. Coffield [BROADCASTING • TELECASTING, Sept. 10], were withdrawn last week. Although reasons for withdrawal were not given, it is known that a forbearance clause in the contract for the sale of their KEYL (TV) San Antonio to Fort Industry Co. [BROADCASTING • TELECASTING, Aug. 6] forbids the trio from entering TV in that city for 10 years.

Industrial TV

"CAN Industry Use Television?" is asked and answered affirmatively in the September issue of *Fortune* magazine. Six-page feature, edited and illustrated in the usual *Fortune* manner, emphasizes non-entertainment uses of the medium by government agencies and contractors as well as in peacetime industrial plants, hospitals, and research centers.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City Mo

TUBE TROUBLE

Nickel Shortage Grows

INDUSTRY authorities last week called on the government to save receiving tube manufacturers from the abyss of production and employment dislocation.

The storm flag was raised by the Radio-Television Mfrs. Assn. in an emergency plea to the National Production Authority. The move followed a special meeting of the RTMA Tube Division on Tuesday.

"Unless relief from present nickel allocation policies is granted immediately . . . the industry will be forced to start cutting production about Oct. 15 and by Dec. 1 will be operating as low as 50% of its present rate of production," Glen McDaniel, RTMA president, informed Edmund T. Morris, director of NPA's Electronics Products Division.

Between 15,000 and 18,000 may be laid off by Dec. 1, many of them unavailable for return, Mr. McDaniel said. He recommended a procedure for allocating nickel at a rate originally suggested but never adopted by the NPA division.

Government electronics officials conceded the situation is very critical and indicated they would try to meet the emergency. Mr. Morris, who also heads the Electronics Production Board, told BROADCASTING • TELECASTING:

We are doing all we can to alleviate the shortage but it takes time. The matter is now before the NPA Electronics Products Division.

Matter Taken Up With DPA

It was learned NPA has taken up the matter with Manly Fleischmann, Defense Production Administrator, and the Iron & Steel Division.

There was more than a glimmer of hope for speedy action. Delays in meeting delivery schedules of military tubes would result without prompt action and thus slow down the rearmament program which uses vast quantities of electronic tubes, authorities pointed out. Nickel is used in tank armor, jet engines and radar networks and in cathode ray tube assemblies.

Mr. McDaniel noted "the conservation of nickel is remarkable, but further substitution and conservation measures can scarcely be expected to achieve substantial further reductions." Already, manufacturers have turned out 229 million tubes the first seven months of 1951 while using only two-thirds of the nickel utilized to produce 191 million during a similar period in 1950.

Moreover, Mr. McDaniel said, discharge of a large number of employes would entail unavoidable waste of nickel and other materials in training new working forces.

Specifically, he urged a specified number of pounds be allocated monthly to the industry (187,000 pounds for the fourth quarter of 1951), with individual allotments based on the percentage of output for each producer during the fourth quarter of 1950. Manufacturers also should be free to order secondary nickel forms (wire, strip, nickel anodes) under allotments.

NPA authorities point out the problem of nickel is especially difficult because requirements are set forth on a monthly rather than quarterly basis and tube manufacturers do not buy directly from the top producer, the International Nickel Co. of Canada. But, they add, NPA is trying to obtain certain amounts for electronics. Lead time between estimates and delivery is generally two months.

FCC Roundup

(Continued from page 103)

FM APPLICATION

Cincinnati, Ohio—Buckeye Bcstg. Co., Ch. 274 (102.7 mc), 8.2 kw; estimated cost $8,000; operating cost $1,500; no revenue. Applicant is licensee of WSAI Cincinnati. Present WSAI-FM equipment will be used. New station permit is requested because applicant wants to build entirely new FM station at new location. WSAI-FM license was cancelled at request of licensee. Filed Sept. 7.

TV APPLICATIONS

Cheyenne, Wyo.—Frontier Bcstg. Co., Ch. 13 (210-216 mc), 2.56 kw visual, 1.28 kw aural, antenna 189 feet; estimated cost $171,217; operating cost $96,000; revenue $94,656. Applicant is licensee of KFBC Cheyenne. Filed Sept. 12.

TRANSFER REQUESTS

KELP El Paso, Tex.—Assignment of license from Paso Bcstg. Co. to Trinity Bcstg. Corp. for assumption of liabilities not exceeding $6,000 and lease agreement of $497 per month with option to purchase for $3,000 at end of five years. Applicant is licensee of KLIF Oak Cliff, Tex. Filed Sept. 10.

KWSL Lake Charles, La.—Assignment of license from Alonzo Stanford Dudley to KWSL Inc. for $35,000. Principals include President Jules J. Paglin (46%), president and ½ owner WBOK New Orleans; Stanley W. Ray Jr. (46%), vice president and general manager, WBOK. Vice President Edward J. Prendergast (8%), assistant manager KWSL. Holding options to purchase stock are Vice Presidents Roy Rhodes, program director KWSL and Tom Gresham, commercial manager KWSL. Filed Sept. 13.

WKSR Pulaski, Tenn.—Assignment of license from John R. Crowder and James P. Clark d/b as Pulaski Bcstg. Co. to W. K. Jones and Fred Fleming d/b as Richland Bcstg. Co. for $50,000. Mr. Jones and Mr. Fleming own the Cedar Grove Lime Co. Inc. (limestone quarry and rock crushing). Filed Sept. 13.

WAIR-AM-FM Winston Salem, N. C. —Assignment of license from O. G. Hill and George D. Walker d/b as WAIR Bcstg. Co. to new corporation, WAIR Bcstg. Co. New owners are former partner, George Walker, and his wife, Susan Hill Walker, each owning 50%. Mrs. Walker buys Mr. Hill's interest for $30,000. Filed Sept. 13.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 24, FM 55, TV 0. New deletions and effective dates follow:

WSAI-FM Cincinnati, Ohio—Buckeye Bcstg. Co., licensee, Sept. 5. Want to build entirely new FM station (See FM Applications).

CBS-TV Hollywood production units have moved to new quarters in Keywest Studios, 5823 Santa Monica Blvd. Included are production control, cost accumulation, graphic arts, stage supervisors, wardrobe, props, shop construction, prop storage, scenic design.

UNDERWATER VIDEO

Finds Lost Sub

TELEVISION "sunk to new depths" this summer and found a lost British submarine, it was learned last week. According to the Admiralty, the submarine *Affray*, with 75 men on board, failed to surface after a training dive last April. After the *Affray's* disappearance, a team of four members of the Royal Scientific Service worked to mount a portable television camera, similar to that used for regular broadcasting, in a welded watertight container and to design and install various remote controls.

Upon completion, the equipment was tested from the salvage ship *Reclaim* and the first results proved so satisfactory an immediate search was begun. Early in June, viewers in the captain's cabin of the *Reclaim* saw various parts of the *Affray* coming into view on the television screen. "The climax was when they read the name *Affray* on the screen," the Admiralty said.

TV Stations

(Continued from page 72)

age of the total business for his station from local sources a larger percentage from national spot and network classifications.

East coast stations, where network facilities are most easily available, expected a much greater percentage of network revenue than midwest and far west stations. Although western managers expected an increasing percentage of their revenue to come from network sources this fall the percentage of this increase was smaller than the percentage of increase expected by eastern stations.

On the other hand, western managers felt that there would be only a slight reduction in the percentage of their total revenue coming from local business this fall. Eastern stations predicted the position of local business in their overall revenue picture would be considerably diminished.

Western managers felt that the position of national spot as related to total revenue would be virtually unchanged while managers in the east and southeast expected a substantial increase in national spot advertising which would make it a more important part of their total.

Viewed as a whole, the TRENDS survey of television indicated a healthy optimism on the part of managers throughout the country that the medium will show substantial growth this fall and winter. While many stations were near saturation point on several types of business even 12 months ago, the rate increases which have been announced during the past year make total billings foreseen for this fall higher.

CONTROVERSIAL Sen. Joseph McCarthy (R-Wis.) was interviewed via tape recording for WSAZ Huntington during a visit to West Virginia of the Senator Sept. 10. (L to r) Lawrence H. Rogers II, WSAZ general manager; Sen. McCarthy, and Ted Eiland, WSAZ program director. Sen. McCarthy also described his fight against communism over WSAZ-TV.

TV TEACHES

As Polio Delays School

TELEVISION is being used in reaching elementary school children in the Milwaukee area who because of the prevalence of polio have been instructed to remain at home.

The schools were scheduled to open Sept. 5 but the opening was delayed for the first six grades.

WTMJ-TV Milwaukee is cooperating with the Milwaukee public schools by presenting a special program, *Science and Every Day Living*, for a half-hour each school day. School teachers appear on TV and give elementary science demonstrations.

Also due to polio, children were asked to remain away from the Labor Day parade in downtown Milwaukee. When this restriction was announced, WTMJ-TV telecast the parade.

Church Pickups

REGULAR schedule of religious services to be telecast direct from churches and temples of all faiths in metropolitan New York was to have started yesterday with annual Red Mass at St. Patrick's Cathedral, carried by WPIX(TV) New York, Sunday, 10-11 a.m. Said to be the first such schedule to be regularly telecast in New York, the series has active cooperation of the Protestant Council of the City of New York; American Jewish Committee, and Roman Catholic Church, New York Archdiocese.

WITH latest RCA equipment installed, including field and film cameras, Don Martin School of Radio-Television Arts & Sciences, Hollywood, has opened its new TV theatre at 6700 Sunset Blvd. Equipment represents an investment of $35,000. Theatre has a seating capacity of 170, with stage 40 by 35 feet. School has taken over the theatre on a long term lease. Some 35 graduates of school are employed on seven Los Angeles TV stations.

ECLIPSE

Shown Via New Lens

NEW 80-inch reflector lens, developed during the latter part of World War II for tracking projectiles, made its television debut Sept. 1 when WOR-TV New York cameramen brought the eclipse of the sun to the station's TV audience from 6:45-7:30 a.m.

The reflector lens, devised by Dr. Frank G. Back, inventor of the Zoomar focal lens, is based on the same principle as an astronomical telescope since it employs precision-ground, light-weight mirrors which bring 80 inches of focal length into a lens tube merely 20 inches long.

Results of the eclipse telecast were "almost too good," WOR-TV cameramen said, reporting several telephone calls from viewers who called the session "a fake." The eclipse covered three-quarters of the TV screen, whereas without the lens, only a speck in the screen's center would have been visible.

Tax Relief

(Continued from page 28)

the $6 billion tax bill reaches the floor. Sen. Frear has expressed hope that the Senate will back up the finance committee. He introduces his own bill at the request of the industry in view of the public service aspect of television and because of the inequities under which telecasters claimed they had labored.

Supports Frear Bill

John B. Poole, of the Fort Industry Co., spokesman for the industry tax committee, had testified before the tax committee, seeking a more equitable base. He supported the Frear bill which would permit the TV broadcasters to use the 1946 industry rate of return as the base rather than the three best years of the period when TV losses were sustained.

The Frear bill, he explained, would restore the base period for telecasters to an equality with normal-operating industries during that base period. The 1946 rate of return also was proposed for TV operators only [BROADCASTING • TELECASTING, Aug. 6, July 30, 23].

It also was learned that Sen. Robert Kerr (D-Okla.) was instrumental in pushing the provision through the Senate Finance Committee. Sen. Kerr is a close friend of the Delaware Democrat.

DuMONT TV Network Aug. 23 telecast the Defense Department's official films of the cease-fire talks in Kaesong less than 24 hours after the breakdown of negotiations and only eight hours after the films arrival in this country. Contacted at noon, James L. Caddigan, DuMont program head, cleared time on four stations—WABD (TV) New York, WFIL-TV Philadelphia, WDTV (TV) Pittsburgh, WGN-TV Chicago—and had program on the air 8-8:30 p.m. that evening.

TEEN PANEL

WICU (TV) Airs Problems

TEEN-AGERS have a panel discussion program on WICU (TV) Erie, Pa., which helps them help themselves. *Design for Youth* is devoted to giving boys and girls an opportunity to help each other resolve problems and crises arising "in the serious business of growing up."

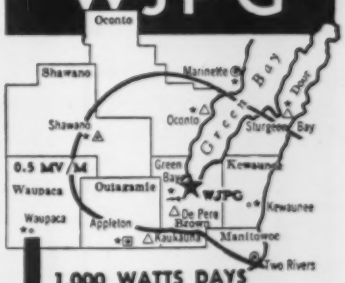
Many children have made use of the program, which returned to the air Aug. 27 after a summer hiatus. The letters received by the panel from other teen-agers reveal that problems arise when parents expect too much or too little from their children.

Dorothy Laurence, originator of *Design*, hopes the show will help teen-agers and parents "bridge the unhappy moments that come with 'growing pains' through better understanding."

Tubes, Circuit Studies

METHODS of improving reliability of tubes and circuits will be reviewed Oct. 29 at the annual fall radio meeting to be held in Toronto, Canada, Oct. 29-31, by Radio-Television Mfrs. Assn. and the Canadian RTMA. The symposium is sponsored by the Institute of Radio Engineers group dealing with quality control. J. R. Steen, Sylvania Electric Products, is organizer of the session.

WJPG



1,000 WATTS DAYS
500 WATTS NIGHTS

In Green Bay, Radio Is More Than "Just Entertainment"

SINCE WJPG

gave this concentrated well-to-do market 95 million retail sales—39 million farm income —35 million industrial income

"More Reason to Listen Oftener"

We Emphasize the Exclusive and the Local.

We have the mass audience in this favorite test market

It's "PG" for news—the first and the most.

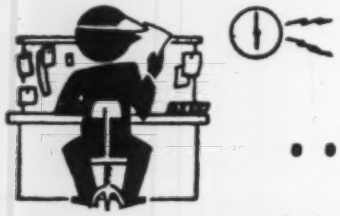
It's "PG" for sports—in one of America's most sports minded areas.

It's "PG" for listenable music

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

ASK McGILLVRA

WJPG-GREEN BAY, WIS.-(1440 K)



...at deadline

HOUSE SPORTS PROBE URGED, INCLUDING THEATRE TV

FIRST step toward House probe of sports and specifically limited theatre telecasts of boxing taken Friday by House Rules Committee under Chairman Adolph Sabath (D-Ill.). Members sharply criticized home TV blackout on Robinson-Turpin fight Wednesday and will vote Tuesday on course of action.

Chairman Sabath said committee sentiment "favored" probe of all sports, particularly boxing, to determine "whether or not the people of the United States are being denied the viewing of boxing matches on television as unreasonable restraint." Group to vote on earlier proposal (H Res 367) by Rep. L. Gary Clemente (D-N. Y.), who scored restrictions of theatre TV [BROADCASTING • TELECASTING, Aug. 13]. Committee action joins similar move in Senate by Sen. Robert Hendrickson (R-N. J.). (See early story page 74.)

Closed circuit fight telecast Wednesday protested by Reps. Ray J. Madden (D-Ind.) and John E. Lyle Jr. (D-Tex.), who termed ban "pretty unreasonable." Conversely, Rep. Clarence J. Brown (R-Ohio) noted complaints that free television had "killed the gate" and said fight promoters "were entitled to get something out of it."

Complaint about home blackout of fight made to FCC by State Senator Summer G. Whittier, Boston Republican. In Cleveland, TV Owners & Viewers League said members would boycott local theatre that had shown match.

IRE MEDAL OF HONOR AWARDED W. R. G. BAKER

MEDAL of Honor of Institute of Radio Engineers, considered one of nation's highest professional awards, was voted for 1952 to Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Division at Syracuse.

Presentation of medal and accompanying citation will be made March 5 at IRE annual convention in New York.

TWO NEW AM GRANTS

GRANT of new AM stations in Ionia, Mich., and Fostoria, Ohio, made Friday in initial decision by Hearing Examiner Elizabeth C. Smith. Ionia Broadcasting Co. got grant on 1430 kc with 500 w daytime only at Ionia and Seneca Radio Corp. got same frequency using directional antenna with 1 kw fulltime in Fostoria. Examiner concluded two operations 152 miles apart would not result in prohibitive interference.

FURTHER WSB-TV STAY

FURTHER stay to Sept. 21 of its order approving the sale of WSB-TV Atlanta to Broadcasters Inc. [BROADCASTING • TELECASTING, Sept. 3, Aug. 27, 20] was ordered by the FCC Friday. This is second stay order issued by FCC, first being to Sept. 14. Both have been on grounds that Commission has to study hidden ownership and other charges made by WGST Atlanta and E. D. Rivers Jr.

BENTON URGES 'FREE TIME' TO EASE CAMPAIGN COSTS

LIMITED amount of free radio and TV time proposed for responsible candidates for federal office, as means of easing campaign costs, in testimony Friday by Sen. William Benton (D-Conn.). He testified before Senate Special Elections Subcommittee.

Sen. Benton cited suggestion "that (the FCC), in allocating television licenses, give some weight in favor of those applicants who offer to provide the modest amount of free time." He urged radio time formula for primaries and nominating conventions, dispersing burden among local AM-FM-TV stations without committing substantial public funds.

Sen. Benton said campaign costs in Connecticut had quadrupled in 25 years and are still going up with advent of television. He suggested minority parties be entitled to free time if they secured or "are willing to put up bond that they will secure 2% of the vote" in ensuing elections. Failing that, they would pay full commercial rates to networks and stations. National and state committees would administer major party funds.

William M. Boyle Jr., chairman of Democratic National Committee, suggested time also be made available on future authorized educational TV stations.

PRIVATE GROUPS TO SEE CBS GRID COLORCASTS

CBS COLORCASTS of nine Saturday afternoon football games will be close-circuited to special audiences by WTOP-TV Washington and WMAR-TV Baltimore. Both stations to telecast local Washington - Baltimore area Army, Navy, Air Force and Marine Corps service football games in black-and-white to home audience.

WTOP-TV will beam its network feeds beginning Sept. 29 to recreation hall owned by local Christian Heurich Brewing Co. (Old Georgetown beer). Alumni of colleges participating, and guests, will be invited to view games on two color monitors to be supplied by WTOP-TV, quaff beer and munch pretzels.

In Baltimore, *Baltimore Sun's* WMAR-TV plans same thing, but arrangements have not been set.

Queried about closed circuit arrangements in Washington and Baltimore, CBS New York said network is telecasting in color "on open air" its nine-game football series to following stations: WCBS-TV New York, WMAR-TV, WNAC-TV Boston, WCAU-TV Philadelphia, WTOP-TV, WBKB (TV) Chicago, WKRC-TV Cincinnati, WBNS-TV Columbus, WEWS (TV) Cleveland, WHIO-TV Dayton, WJBK-TV Detroit.

CBS college football colorcasts, which network hopes to have sponsored, begin at 1:30 p.m. each Saturday, except last two which begin at 1 p.m.

Schedule is as follows: Sept. 29—California at Pennsylvania. Oct. 6—Princeton at Navy. Oct. 13—Dartmouth at Army. Oct. 20—North Carolina at Maryland. Oct. 27—Columbia at Army. Nov. 3—Notre Dame at Navy. Nov. 10—Maryland at Navy. Nov. 17—Army at Pennsylvania. Nov. 24—Cornell at Pennsylvania.

Closed Circuit

(Continued from page 4)

lots of correspondence on NARBA, pro and co

LOOK for Sen. Pat McCarran (D-Nev.) to s time and date for long-delayed hearings FCC Comr. Frieda Hennock's judgeship nomi nation. Full committee, of which he is chai man, expected to take matter up at regul calendar meeting today (Monday). It's spe ulated hearings may be held momentarily i view of approaching Senate recess.

CBS is experiencing some difficulty in clearanc of colorcasts by certain of its TV affiliates Audience complaints reportedly caused one sta tion to cancel forenoon transmissions, with sug gestion that, until color receivers are availabl in its market, network should adopt "test mar ket" procedure in areas like New York or Lo Angeles where service would be available fro six other TV outlets and public complaint o adequate choice of black-and-white servic would not become factor. Some affiliates hav suggested that CBS should supply black-and white network service during local colorcas periods until color set distribution reache salable proportions.

PORTER CHIDES NARTB, FELLOWS RESPONDS

NARTB labeling of Benton legislation a potential censorship and inference it was au thored by Attorney Paul A. Porter drew heate denial from attorney in letter to NARTB President Harold E. Fellows. Copies of lette sent NARTB board members and key figure in Senate.

Ex-FCC Chairman Porter chides NARTB for statements in weekly member newslette allegedly imputing personal financial motive to Sen. Benton "unrelated to fundamental is sues involved." He contends legislation wa based on Sen. Benton's "personal conclusion and not "mine or Mr. Plotkin's" (Harry Plot kin, his law associate).

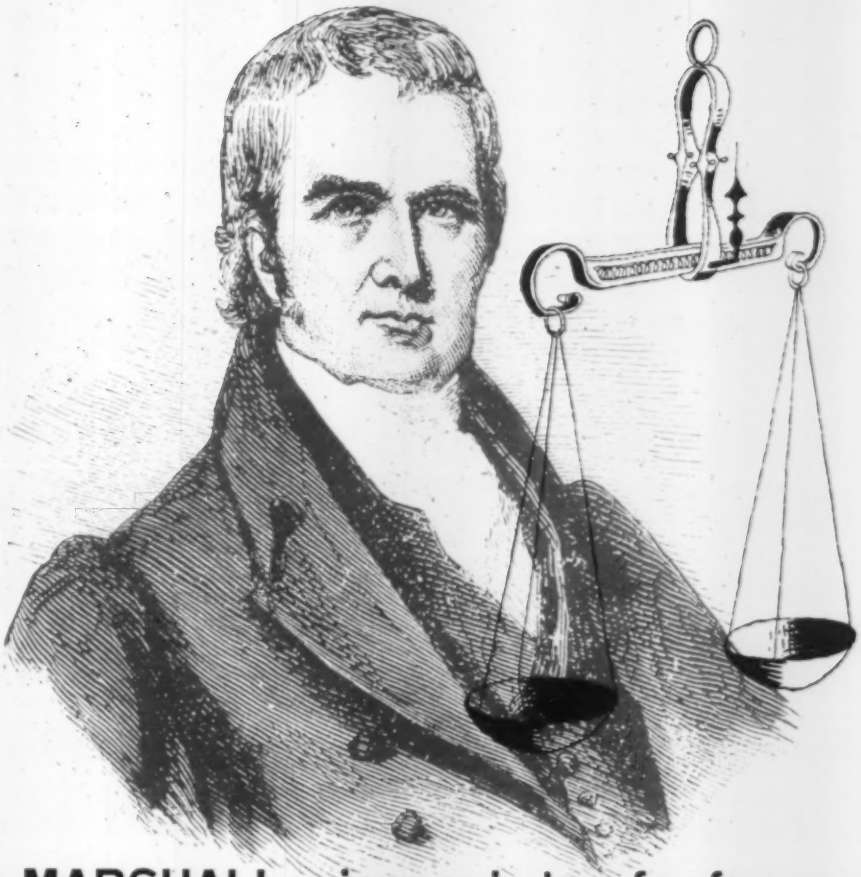
In replying Friday, President Fellows sai NARTB board sees legislation as threat t free radio and entering wedge for censorship Government should seek to control even by indirection what American people should rea or hear, he said, adding NARTB will use "every legitimate means" to combat measure and protect constitutional rights of members NARTB's action in drafting own TV code i "more wholesome" than government review technique, he wrote.

Mr. Porter called NARTB comments "ill conceived efforts to smear those who are deeply concerned about the use of this great media in our daily lives. The interest of men like Senators Benton, Bricker, Saltonstall and Hunt in these problems is a reflection of the widespread concern of the people of this coun try on this subject."

He contended "serious proposals by respon sible people should not be met by slick in nuendos or vilification." If government really undertook censorship, he said, these four Sen ators would resist "with all possible vigor."

UNESCO GROUP URGES TV

PERMANENT TV panel for National Com mission of UNESCO recommended at meetin of commission members and TV executives Group urged UNESCO to telecast major part of its program for next two years. Result of meeting to be presented to Third National UNESCO Conference, to be held Jan. 27-31 at Hunter College, New York.



JOHN MARSHALL: pioneer in law for free men

HOME OF CHIEF JUSTICE MARSHALL. RICHMOND. VA.

It was no oddity that the man who built the framework of American jurisprudence was reared and lived his life out in Richmond.

For John Marshall breathed the air of freedom in the city of Patrick Henry and Robert E. Lee. Before he was Chief Justice of the Supreme Court he was General Marshall in the Revolutionary War forces under General Washington. The years have sped, but the course of free men burns as fervently in the Richmond of 1951 as it did then. The First Stations of Virginia, WMBG, WCOD(FM), and WTVR(TV) are Richmond's chief mediums of expression. They are proud to be numbered as guardians of this heritage.

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

Represented nationally by John Blair & Company